OCTOBER 22, 1951

BROADCASTING TELECASTING

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BROADCASTING TELECASTING
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21ST
year
The Newsweekly of Radio and Television
$8.00 Annually
20 cents weekly

television

ADVERTISERS! AGENCYMEN!

want to make money at the lowest cost in New York on one of the greatest advertising mediums available today?

read these true and startling facts about WOR-tv, channel 9

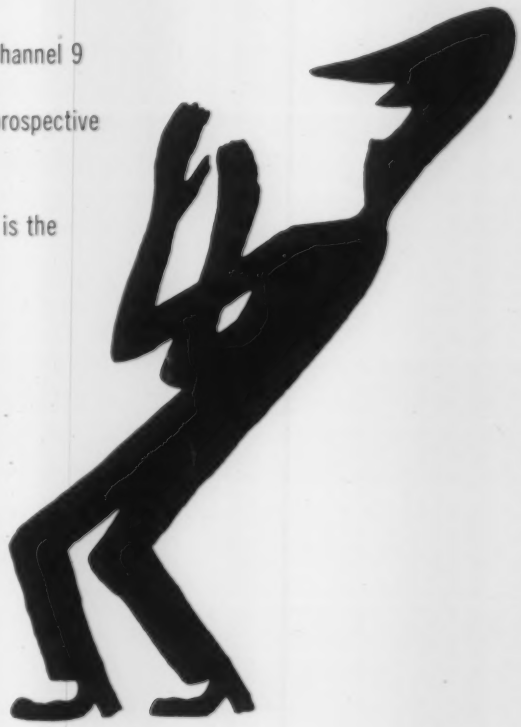
1. WOR-tv's boost in power brings 1,000,000 more prospective customers for your product.*

The present effective radiated power of WOR-tv is the greatest of any television station in New York.

2. Yet WOR-tv's rates are low. On WOR-tv sponsors get the hard-hitting impact that **only** television delivers at rates that compare favorably with any other advertising medium today . . . like —

a sports package that brings its buyer 1,000 homes per minute commercial for only $1.31. That's just **one** example.

For more information on what your television dollar buys on CHANNEL 9



call, write or wire **WOR-tv** channel **9** in New York

*That is more than the entire population of such important markets as Cincinnati, Miami and Des Moines — combined!

How do you get them to look and listen
in Virginia's greatest market?

They look via WTVR, Richmond's only television station.
They look so enthusiastically that
although WTVR must work alone in stimulating set sales,
already there are over 88,000 television
sets in the WTVR area.

They listen via WMBG (AM) and WCOD (FM).
And they've been listening to WMBG first since 1926.

Stop!

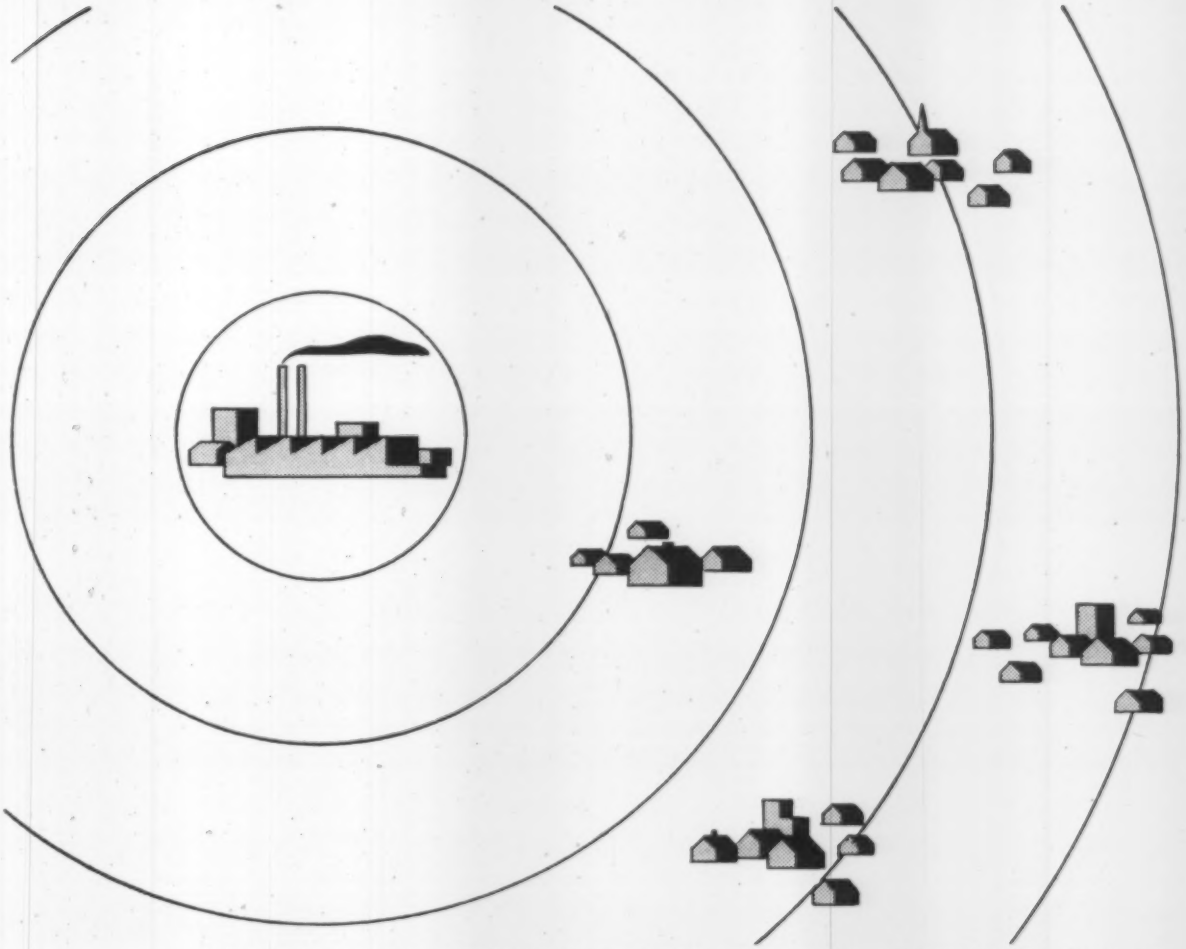
These constitute Havens & Martin Stations,
the only complete broadcasting institution in Richmond,
the NBC outlets (both sight and sound) for this huge market.

These First Stations of Virginia stop sales problems
in the Old Dominion. Try them and see.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company



COMMUNITY RELATIONS

In a "selling" job that's never finished,
radio proves an effective, low-cost tool

To progressive management, the importance of community relations becomes constantly more obvious. Even in a sellers' market, industry must continue to "sell" itself to its neighbors, because a good local reputation helps so much in so many ways. Labor supply, for example. Relations with local government. Co-operation with local suppliers.

On a nation-wide basis, network radio has long proved its ability to foster good public relations. Consider the continuing programs of Bell Telephone, DuPont, United States Steel.

Also, as many more companies are discovering, spot radio can achieve equally good results in specific areas.

Spot radio is flexible, versatile, efficient. *And* economical. Its consistent use.. with newscasts, for example.. assures multitudes of listeners at exceptionally low cost-per-thousand.

In six of the nation's leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.. Westinghouse stations are helping local industries gain and preserve their neighbors' good will. The experience of these stations in "community relations" programs is available to company management as well as to advertising agencies and public relations counsellors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

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WILMINGTON MORNING NEWS, WILMINGTON, DELAWARE, THURSDAY, SEPTEMBER 27, 1951

Frankly Speaking ★ ★ ★ By Bill Frank

Once upon a time, an orator rose in the Roman Senate, perhaps adjusted his toga, looked over at a fellow senator sitting off by himself — and then launched into a tirade that has come down through the years.

This orator—Cicero, by name—damned Catiline for civic immorality.

And in the course of his condemnation, Cicero cried out:

"O tempore—O, mores!"

The pony translation would be: "O, the times; O, the customs!"

A more punchy translation would be : "O, those shocking times!"

And in the centuries that have passed since Cicero's oration against Catiline, any number of men and women have stepped up to the public forums and cried out with the same militant tone for all decent people to be decent to one another—not because of laws but because we'd like others to be decent to us.

Beginning tonight—and continuing for the next three or four Thursday nights—WDEL-TV (channel 7) becomes a forum for a discussion of morals in our time.

★ ★ ★

And aptly enough the over-all title is "These Shocking Times!"

Wilbert Smith, executive secretary of the Wilmington Council of Churches, will be moderator. Appearing with him tonight will be Mrs. Dorothy Banton, superintendent of the Kruse School; Dr. Henry H. Welch, executive secretary of the Welfare Council of Delaware, and Judge Elwood F. Melson of the Family Court.

They will probe, as it were, into the problems of youth and will wrestle with the subject: "Are We Giving Youth a Fair Chance?"

Next week, a panel will discuss morals and education; then comes the topic of morals and politics and finally morals and business

★ ★ ★

The other day I s... luncheon m... Walsh,* Jim A... the for... the tic... I and... I'm pan... pos... as...

And so, in these days of 1951, when the question of morals and public life is being examined, we find a local television station courageously defying other TV competition by staging a program that might not be exactly entertaining in the popular sense of the word.

But the management of WDEL-TV takes the position that perhaps its local "voice" might go out into the community and stir at least a small discussion of what's happening to moral codes and moral thinking.

★ ★ ★

A successul hostess I know has al... practiced but one rule of ...ant. She pours ...

The Series

"These Shocking Times"

is carried by WDEL-TV in its endeavor to meet the public needs of the communities it serves.

WDEL · TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by

ROBERT MEEKER *Associates* Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

AMERICAN CHICLE CO. (Dentyne and Chiclets), N. Y., through Sullivan, Stauffer, Colwell & Bayles, N. Y., planning radio campaign using Mutual's multiple program sponsorship plan—to be known as "Mutual's multi-message plan"—comparable to NBC's "tandem" and ABC's "pyramid." American Chicle is starting with *Bobby Benson Show* (Sundays, 4:55-5 p.m.) on Oct. 28 for nine weeks, and additional programs are expected to be announced this week. Among shows Mutual offering advertisers on "multi-message plan" are three of six hours of *Star Entertainment* to be provided by MGM.

ANOTHER month may elapse before transfer papers covering merging of General Tire and Macy (WOR) radio-TV facilities are filed with FCC (B • T, Oct. 15). T. C. Streibert, president of General Teleradio Inc., Macy subsidiary, flew to Hollywood last week-end for session with Tom F. O'Neil, General Tire radio-TV head. Fusion brings together not only Don Lee Yankee and WOR facilities, but also gives merged company nearly 60% of Mutual ownership.

SHORTLY to be announced: Sale of KREM Spokane (970 kc 1 kw independent) by Cole E. and Helen Wylie to Louis Wasmer, veteran West Coast broadcaster and owner of KSPO Spokane, for $255,000 subject to FCC approval and contingent upon sale of KSPO (1230 kc 250 w independent). Transactions handled by West Coast office of Blackburn-

(Continued on page 6)

ROGERS WINS VERDICT AGAINST REPUBLIC PICTURES

IN PRECEDENT-SETTING verdict that could profoundly affect future release of movies to TV, U. S. District Court in Los Angeles granted permanent injunction restraining Republic Pictures Corp. from exhibiting on TV 81 Roy Rogers movies [B • T, Sept. 24]. Judge Peirson M. Hall ruled that cowboy star's 13-year contract with Republic, which expired last May, gave him right to control association of his name with any commercial product or advertising except for motion picture as such.

Mr. Rogers' plea for $100,000 damages rejected by Judge Hall on ground that evidence failed to show how much he had been damaged.

UP STARTS MOVIE SERVICE FOR TELEVISION

UNITED PRESS Movietone News for TV starts operations today (Monday), serving client stations with daily, running supply of news films and accompanying news bulletins. Charter clients include WJZ-TV and WPIX (TV) New York; WNAC-TV and WBZ-TV Boston; WHAM-TV Rochester; WXYZ-TV Detroit; WSM-TV Nashville; WEWS(TV) Cleveland; WCPO-TV Cincimati and KECA-TV Los Angeles.

Service collaborative undertaking of UP and 20th Century-Fox Movietone News. UP has established special TV news bureaus in New York and Washington, plans to add others required. Phil Newsom, managing editor of United Press Movietone News, is in charge in association with Jack Haney, Movietone News editor.

BUSINESS BRIEFLY

FIVE SHOWS FOR G. M. ● General Motors' Pontiac Division, Detroit, buying five shows on four radio networks on one- or two-time basis to promote new models, through Mac Manus, John & Adams, Detroit: *Stop The Music* on ABC; *Bob and Ray* on NBC; *Hearthstone of the Death Squad* and *People Are Funny* on CBS, and *Under Arrest* on MBS. Pontiac also sponsoring John Daly newscasts five times weekly (7-7:15 p.m.) on WJZ-TV New York starting today and plans to expand to network when facilities clear for long-term contract.

INTERWOVEN BUYS ● Interwoven Stocking Co., New Brunswick, N. J., launching 10-week radio schedule in eight markets, using *Housewives Protective League* shows—in most cases six times weekly—on six CBS-owned stations and WTOP Washington and WCAU Philadelphia. Dealer records available to radio stations and Interwoven dealers who want to coordinate local with national advertising, and stations also may secure, from Interwoven, lists of company's dealers in coverage areas.

N. L. & B. IN NEW YORK

NEEDHAM, LOUIS AND BRORBY, Chicago agency, has opened a New York office in the RKO Bldg., 1270 Avenue of the Americas, with Richard L. Eastland as manager. He formerly worked at J. Walter Thompson and Erwin Wasey. This is second expansion for the agency this fall, as it opened Toronto branch Sept. 1. New York office will provide service mainly on radio, TV shows originating there.

Color TV Has Gone to War—Industry Gets 'Greetings'

COLOR TELEVISION Friday was stopped in its tracks, victim of U.S. rearmament program. In swift series of developments CBS acceded to request of Defense Mobilization Chief Charles E. Wilson and announced it would suspend color TV manufacturing and broadcasting "for the duration of the emergency," and other TV manufacturers were summoned to Washington meeting at which similar action on industry-wide scale can be expected.

How long color TV will stay on shelf cannot be estimated; resumption of color production—which had barely gotten underway at time of Mr. Wilson's action—depends upon success of U.S. effort to expand sources of raw materials to point that military and civilian needs can both be met. In view of experts, that achievement is not around corner.

Frank Stanton, CBS president, announced suspension of color manufacturing and broadcasting after receiving letter from Mr. Wilson. "We must . . . request industry to suspend plans for mass production of new products which are not absolutely essential and which would require the use of critical materials," wrote Mr. Wilson. "After careful study, I have reluctantly concluded that the mass production of color television sets presents such a case."

In letter to Mr. Stanton, Defense Mobilization Chief Wilson asked only that CBS quit making color receivers to save critical materials, and Mr. Stanton, in his subsequent announcement, said that although agreeing to that request, CBS would continue "experimental and developmental work."

But in news release Mr. Wilson announced he and Manly Fleischmann, Defense Production Administrator, would meet with TV manufacturers this week to discuss "desirability of suspending all further development of color television in order to free highly skilled electronics engineers for important military projects." This was interpreted to mean government hoped to stop color research as well as manufacturing, since it is research and development that top engineering brains currently are engaged in.

Some industry sources that asked anonymity said they doubted government could successfully call complete halt to research. Competitive condition in color field is so intense, they pointed out, that no company would likely be willing to shut up its laboratories for fear some rival wouldn't.

Question which industry leaders immediately asked, but did not get answered, was: If materials and engineers are so badly needed for military purposes as to justify suspension of color, will same shortages affect lifting of FCC freeze on TV stations or, if freeze is lifted, will Office of Defense Mobilization permit new stations to be built?

One highly-placed authority in leading manufacturing company said he thought policy of conserving engineering brains for military projects could well "trigger off a chain reaction" which he described as: (A) permitting FCC to continue freeze; (B) stopping UHF development; (C) standardizing TV sets, tubes, circuits, etc.; (D) freezing present markets—already at saturation point—for TV set sales (which would mean headache to manufacturers whose military orders are not enough to take up production slack that would be left by cutbacks in TV set volume."

FCC withheld all comment on Mr. Wilson's action, an official spokesman explaining Commission was awaiting fuller explanation. (Actually, when color suspension announced, four Commissioners were out of town, fifth was visiting his tailor and sixth was said to be in conference out of his office. Seventh, Frieda B. Hennock has been preoccupied with hearings on confirmation of her nomination as federal judge.)

Government request for suspension of color came few days after CBS Television announced it had sold first color TV network schedule to

(Continued on page 6)

for more AT DEADLINE turn page ➧

at deadline

Color TV

(Continued from page 5)

James Lee & Sons Co., carpet manufacturers of Bridgeport, Pa., which next Monday was to have begun sponsorship of Monday-Wednesday-Friday presentations of *Mike and Buff*, 10:30-11 a.m. Request came in advance of Tuesday hearing before appeals board of National Production Authority set for tomorrow (Tuesday) at which CBS was to plead for greater allocation of materials for manufacturing.

At time of government crack-down on color, CBS Television was planning ambitious expansion of color programming schedule, RCA was demonstrating its rival color system (see story page 70). Paramount's Chromatic Television Labs was getting into production of its new tri-color tube [B • T, Oct. 15], and National Television Standards Committee, representative group experimenting with compatible system, was some three months away from end of field tests of its system.

Mr. Stanton's statement read:

"In the national interest, CBS and its manufacturing units will comply immediately with ODM's request to suspend manufacture of color television equipment for the duration of the emergency. CBS Television will also suspend its regular schedule of color broadcasts in view of the fact that there will not be a sufficient number of color receivers in the hands of the public to warrant such a broadcast service.

"We look forward to the day when we may resume our color production and make this electronic achievement available to the American people. Within the limitations which may be imposed by the defense mobilization effort, we intend to continue experimental and developmental work during the period of manufacturing suspension, with particular attention to the development of a tri-color tube in connection with the CBS color television system, which received full commercial authorization by the Federal Communications Commission.

"Development of a tri-color tube of CBS design is proceeding rapidly and we expect that such a tube can be demonstrated shortly and will allow simplicity and economy in manufacture.

"The CBS laboratories will also concentrate on the development of a simple adapter which may be attached to ordinary black and white television sets and which will enable those sets to receive color television signals in black and white. Such an adapter made generally available to the public at a reasonable price should remove any significant objection to the CBS color television system on the grounds of incompatability with present black and white standards.

"CBS-Columbia Inc., our manufacturing subsidiary will continue to manufacture black and white television sets and electronic equipment for the defense program."

Late Friday CBS Television announced last scheduled color TV program would be U. of Maryland vs. U. of North Carolina football game Oct. 20.

Many manufacturers queried by BROADCASTING • TELECASTING refused to let their names be used with their comments, and some (including RCA), withheld all comment pending clarification of ODM's intentions. Among those permitting quotes were:

S. W. Gross, president, Tele-Tone Radio Corp., New York, which has attained production rate of 25-35 color TV sets per week: "We will complete production of color sets we now have on the production line, and then we will suspend our color production."

John S. Meck, board chairman and president, John Meck Industries, Plymouth, Ind., and Scott Radio Labs, Chicago (neither of which has been in color production): "An extremely intelligent action in view of the severe and increasingly pinched shipments of materials."

Ray W. Durst, executive vice president, Hallicrafters, Chicago, (which was not in color production): "It (the ODM action) will ease the public's mind as to whether they should wait for color or buy black and white, but it will halt development of color television, which is to be regretted."

In this Issue—

NARTB TV members endorse in principle toughest code ever presented to broadcasting industry. *Page 23.*

Did 82nd Congress help or hurt broadcasting? A survey by B • T shows legislative record generally favorable. *Page 23.*

NBC's new economic plan looks good to several sponsors that are nibbling at the bait, but most affiliates and station representatives stick to a wait-and-see attitude. *Page 25.*

All-industry Affiliates Committee will hire an expert to figure means of getting comparable research to measure radio against other media. *Page 25.*

Ohio State U. ad conference puts the microscope on radio and TV. *Page 26.*

New Radox system would substitute circulation measurements for ratings. *Page 26.*

American Vitamin Assoc. may be bailed out of its financial straights by selling out to other pharmaceutical company. *Page 27.*

Helpful hints for selling local business, as presented to NARTB District 16. *Page 29.*

KNX adds up some Pulse figures to show how much radio listening there is in Los Angeles TV homes. The answer: more than lots of people think. *Page 24.*

NBC-TV affiliates want more money, better program standards from network. *Page 63.*

King-sized color looks good. RCA demonstrates new big-screen color system. *Page 70.*

Cornell's broadcasting chief says facts of life rule out widespread use of noncommercial, educational TV channels. *Page 70.*

Supreme Court hears arguments in *Lorain Journal* case, will decide whether newspaper can put the blocks to advertisers using radio—and stay within the law. *Page 33.*

NLRB divides television production between Screen Actors Guild and Television Authority. *Page 81.*

Diary of a Dairy that fell in love with TV. *Page 65.*

President Truman's security order continues to draw fire from newsmen. *Page 31.*

FCC Comr. Hennock's confirmation to federal bench is bigger question mark than ever. *Page 29.*

Defense Dept. surrenders radio recruiting shows in action forced by Congressional killing of budget. *Page 28.*

Upcoming

Oct. 22-23: Seventeenth New York BMI Program Clinic, Peacock Lounge, Waldorf-Astoria Hotel, New York.

Oct. 25-26: NARTB District Six Meeting, St. Charles Hotel, New Orleans.

Oct. 25-26: Ohio Assn. of Broadcasters, Cleveland.

Oct. 28-Nov. 3: National Radio and Television Week.

Closed Circuit

(Continued from page 5)

Hamilton, with negotiations current on sale of KSPO to other Washington state interests.

RA-TEL REPRESENTATIVES INC., New York, process of negotiating merger with another station representative firm. Details expected shortly. Ra-tel has offices in New York, Dallas, Oklahoma City, Atlanta, Chicago, Los Angeles, and San Francisco.

BEST FOODS (Nucoa) through Benton & Bowles, N. Y., placing 33-week spot announcement daytime campaign in number of markets starting Nov. 1.

NEWEST FINANCIAL worry of TV broadcasters is ruling of Internal Revenue Bureau to require eight to ten year life on transmitting facilities, as against four year write-off allowed since 1948. Because of high obsolescence of TV equipment, it's expected TV stations will band together to oppose new instructions already given field agents.

EX-LAX CO., Brooklyn, reported mulling change in agencies and may name Warwick & Legler, N. Y. Joseph Katz Co. now has account.

PITFALLS IN virgin field of TV film syndication. Network offered film series to non-interconnected station, available for local sponsorship. Station sold program to regional account which spent $2,500 for commercials only to find that film could not be cleared. Advertiser, through agency, salvaged some of commercials but was in hole $1,400. Network finally had to absorb loss.

NEW MANAGER of WFLA Tampa will be George Harvey, sales manager of WGN-TV Chicago, who will assume office Nov. 1. His successor at WGN as western sales manager will be Ted Weber of sales staff.

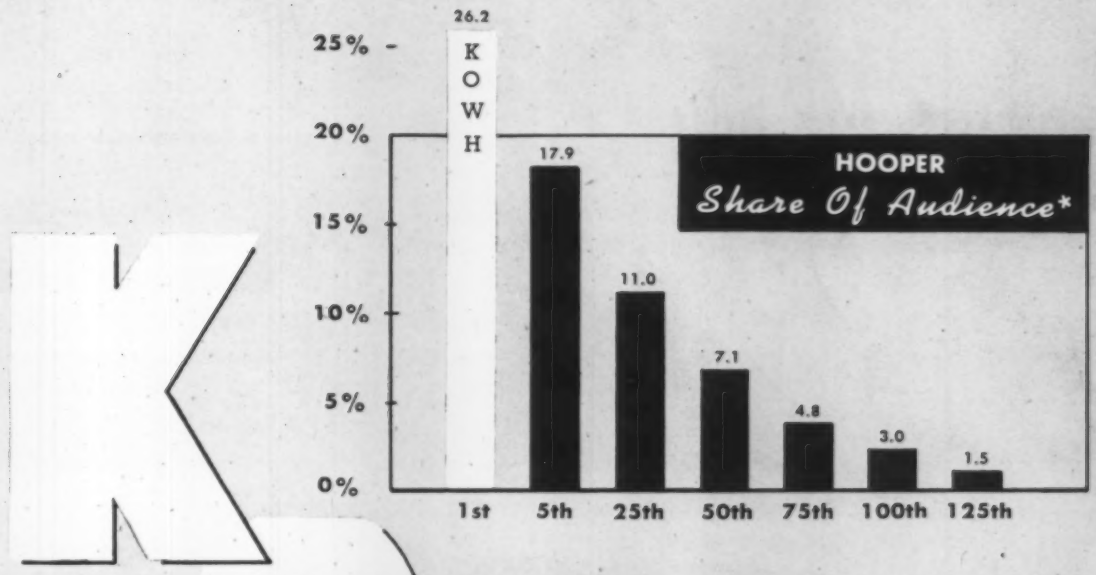
ANAHIST CO., Yonkers, N. Y., through BBDO, N. Y., using fifty radio markets for a spot announcement campaign in early morning time periods. Contract for 26 weeks.

SENATE Internal Security Subcommittee reportedly reviving its interest in alleged Communist infiltration into radio-TV. Subcommittee started looking under the bed last June [B • T, June 25]. Whether newly reawakened study will lead to full-scale hearings is unknown.

4-A SPEAKERS FRIDAY

BEN DUFFY, president, BBDO, and Walter Craig, vice president, Benton and Bowles will describe what the Central Council of the American Assn. of Advertising Agencies calls "advertising's hottest subject"—television—at group's all-day meeting in Chicago's Blackstone Hotel Friday. Central council, largest of six in the 4-A and covering 19 midwest states, will hear: Fairfax Cone, board chairman, Foote, Cone and Belding, Chicago, "Campaigns I Wish We Had Done"; Bruce Brewer, partner, Bruce B. Brewer and Co., Kansas City, "A Sales Effect Rating for Advertisements"; Anne Gaspard, J. Walter Thompson, Chicago, a film, "Do You Belong in Advertising"; Bob Lang, director, Radio Free Europe; Louis N. Brockway, executive vice president, Young & Rubicam, New York, "Advertising and America's Progress"; Lowe Runkle, president, Lowe Runkle and Co., Oklahoma City, "The One Man Band in Advertising Agency Operation." John M. Willem of Leo Burnett is chairman of council.

for more AT DEADLINE see page 98



THERE'S NOTHING BETTER THAN...

KOWH FIRST PLACE!

Of the nation's 144 independent stations rated in this survey by Hooper, KOWH ranks as number one . . . *first* in afternoon audience and *first* in share of audience for any individual time period, either morning, afternoon or evening!

KOWH has one of the *lowest* rate cards, delivers the *highest* daytime audience offered by any Omaha station! Advertisers now recognize that independent stations often represent the best buy in an individual market. KOWH is "tops" among the "top" independent stations in America!

Sell the Omaha market the wise way . . . with low-cost, high-return KOWH — always first with the finest!

* Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Mar.-Apr., 1951). 12 noon through 6 P.M.

Now Represented Nationally By

The Bolling Company

"Just Call Bolling . . . He'll Call Us!"

Todd Storz
Station Manager

The New Kowh OMAHA

"America's Most Listened-to Independent Station"

Gaylord Avery
Program Manager

5000 WATTS
580 K.C.
MR. 580
Super Salesman
in Pennsylvania's top quality market
And no wonder! For WHP entertains, informs and influences more people in its area than anyone else.
WHP's consistently high Hoopers are the envy of broadcasters everywhere, and your best guarantee of the greatest return per radio dollar invested.
Represented by The Bolling Company, WHP is the CBS station serving the greater South Central Pennsylvania area day and night, including such markets as Harrisburg, Lancaster, York, Lebanon, etc.
WHP
the key station of the keystone state... Harrisburg, Pa.

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

The facts about radio in California's $660 Million* FRESNO MARKET

BMB FOR SPRING 1949				
COUNTIES	PERIOD	KMJ TOTAL WEEKLY AUDIENCE Families	2ND STATION TOTAL WEEKLY AUDIENCE Families	PLUS FOR KMJ %
FRESNO	D N	71,950 74,060	60,490 61,870	18.9 19.7
KINGS	D N	13,080 13,270	10,500 10,440	24.6 27.1
MADERA	D N	7,740 7,930	4,740 4,550	63.3 74.3
TULARE	D N	38,380 35,470	31,130 27,700	23.2 28.1
TOTAL 4-COUNTY MARKET	D N	131,150 130,730	106,860 104,560	22.7 25.0

Note that in each of the 4 counties — and in the market as a whole — KMJ leads in *total weekly audience*, both daytime and nighttime. In 6 or 7 days or nights audience, KMJ also leads — anywhere from 57% to 201% over the next station!

IN THE WHOLE 4-COUNTY MARKET, KMJ IS THE TOP STATION**

AND IN THE CITY OF FRESNO, KMJ is the top station, too — Latest Hooper (Oct. 1950 through Feb. 1951) shows KMJ has highest rating during all 4 segments. KMJ also leads in 5 out of the 7 individual *evenings* rated. And of the 115 quarter and half hours rated (morning, afternoon and evening, throughout whole week) KMJ rates highest in 69. That's a 76% lead over next closest station!

* Sales Management's 1951 Survey of Buying Power, Net EBI. ** U.S. Dept of Commerce Wholesale Trading Area.

NUMBER 1 STATION IN THE $660 MILLION FRESNO MARKET

580 KC. NBC 5,000 WATTS

One of the Bonanza Beeline Stations... McClatchy Broadcasting Company
Paul H. Raymer, National Representative

KMJ

AFFILIATED WITH THE FRESNO BEE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

*TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

You can't afford to overlook this sales-winning pair of CBS stations when you make out that schedule for the Great Southwest. For availabilities and rates, write, wire or phone our representatives.

National Representatives
JOHN BLAIR & CO.

agency

W. P. BOOTH, Biow Co., New York, to Sullivan, Stauffer, Colwell & Bayles, N. Y., in executive capacity.

PHIL D. McHUGH, vice president Yambert, Prochnow, McHugh & Macaulay Inc., Beverly Hills, to Atherton Adv., L. A.

GORDON MINTER, radio-TV theatrical producer and director, to Los Angeles office Leo Burnett Inc., as supervisor of film production.

FREDERICK M. HARRIS appointed copy chief Kal, Ehrlich & Merrick, Washington. EDNA S. SNYDER named copywriter handling radio and TV. She was with Lennen & Mitchell, N. Y. WILLIAM L. ROBERTSON, graduate U. of Florida, to production department Kal, Ehrlich & Merrick.

HARLEY LEETE, account executive Hoefer, Dieterich & Brown Inc., S. F., opens advertising agency under name of H. M. LEETE & Co., S. F.

ROBERT B. PERO, assistant to director of public relations, Scandinavian Airlines, to Benton & Bowles, N. Y., in publicity department.

on all accounts

EXPERIENCED in Philadelphia radio and television at the age of 24, Franklin Roberts, newly appointed radio and television director of Wil Roberts Adv., Philadelphia, is now starting to build a strong AM and TV billing for the agency of his brother, Wil Roberts.

Franklin Roberts makes a natural partner for his brother. In the agency business for 12 years, Wil has specialized in printed media. Franklin formerly was radio and television director at the Harry Feigenbaum Agency, Philadelphia, where he directed copy for both media, created and produced radio and film commercials and produced several television programs.

Mr. Roberts began his advertising career in 1944 at the age of 16. Fresh out of high school, he took a job in the production department of the Geare-Marston Agency, Philadelphia. Later he decided to enroll as a journalism major at the U. of Pennsylvania. He resumed a parttime sports writing job that began at age 14 with the *Evening Bulletin* and a Philadelphia weekly.

Graduated with honors in 1948, and with a summer's experience doing field work for the Maxon Agency, Detroit, Mr. Roberts began writing radio and television copy for the Feigenbaum agency.

He also developed a talent for composing music. But far from being classic in nature, the new compositions were hard-selling singing commercials.

His college background came into good use. The agency suggested he plan a college campaign for a formal wear client. The result was a national campus promotion that reportedly increased white jacket sales by as much as 500% in college areas. The promotion has become a yearly fixture of the firm's advertising plans.

Mr. ROBERTS

Although he has consistently showed an interest in promotion, Mr. Roberts centered his energies in radio and television. In 1949 was appointed director of the department at Feigenbaum's.

Mr. Roberts is turning his immediate energies to helping set up distribution plans for Fidelity Productions, transcribed radio producer, now promoting its *Court Is in Session* radio series.

Looking ahead, Mr. Roberts believes that ideas and imagination, and an appreciation of where the

(Continued on page 42)

beat

ALEXANDER ADLER to copy staff Lewis & Gilman Inc., Phila. He was with E. R. Squibb & Son, as medical writer. **D. BARKER LOCKETT**, Van Sant, Dugdale & Co Inc., Baltimore to Lewis & Gilman, as account executive.

GERARD (Jerry) JOHNSTON, J. M. Mathes Inc., N. Y., to service staff Kudner Agency, N. Y., servicing Texas Co. account.

Change of Address: **OPPENHEIM-VAN SLYCK ADV.**, S. F., moves to de Young Bldg., Market and Kearney streets, S. F. Telephone number remains YUkon 6-6688. **JOHN W. SHAW Agency**, Chicago, moves from 211 N. LaSalle St. to entire 716 N. Rush St. Bldg.

JACK FLYNN, Federal Adv., N. Y., to Picard Adv. Co., N. Y., as account executive on Acousticon Div. of Dictograph Products Inc.

ARTHUR V. MOUNTREY, division manager American Home Foods, N. Y., to Compton Adv., same city, as member of merchandising department.

ARTHUR FINGEROFF appointed art director The Wexton Co., N. Y. **HARRIETTE WATERMAN** named copy chief on all apparel accounts.

JACK McCORKLE, Western Beet Sugar Producers Inc., S. F., to The Biow Co., S. F., as head of merchandising and research department.

KAY MULHERN, Fielder, Sorensen & Davis, S. F., to Guild, Bascom & Bonfigli, S. F.

SYLVAN TAPLINGER, radio and TV executive, Kenyon & Eckhardt, N. Y., father of girl, Diana Lee, born Oct. 14, in New York City.

DALE O'DONNELL, scriptwriter WTAG Worcester, Mass., to radio continuity department M. Evans Richmond Adv., Phila.

HENRY RICH named creative assistant on electronics accounts Symonds, MacKenzie & Co., Chicago. He was with Dancer-Fitzgerald-Sample. **WILLIAM DiMOO** appointed art director The Edwards Agency, L. A.

LILLIAN KRAMER, publicity department Young & Rubicam, Hollywood, convalescing following major operation. **PAT HOGAN**, radio-TV editor, Los Angeles *Examiner*, temporarily replacing her.

AMONG those attending the first fall meeting of the Television Assn. of Philadelphia are (l to r) Ted Cott, general manager of WNBC-AM-FM WNBT (TV) New York; Charles Vanda, association president and vice president in charge of television, WCAU-TV Philadelphia; Arthur Borowsky, program chairman, and Russ Johnston, vice president and radio-TV director, Ward Wheelock Co., Phila. Meeting was held in Poor Richard Club. Mr. Cott spoke on problems of local advertisers in the high-priced radio-TV market. Mr. Johnston discussed "What We Don't Know About Radio and Television."

WBEN thanks the Rochester Democrat & Chronicle for permission to reprint . . .

Radio . . . a Lively Corpse

A National Broadcasting Company executive, addressing a gathering of radio men in Rochester, declared that radio is here to stay despite television.

This will be happy news for Our Gal Sunday, Rosemary, Helen Trent, Big Sister, Ma Perkins, Dr. Malone, Nora Drake, Stella Dallas, Widder Brown, Pepper Young and the Backstage Wife. Also, it is soothing assurance for all of us that Life Can Be Beautiful; that One Man's Family may be in a terrible mess, but we can all Strike It Rich.

Sorry. We had to aerate that gripe before going on to the consequential points.

The speaker, William S. Hedges, an NBC vice-president, admitted that radio listening is down somewhat, but insisted that radio and television will grow to supplement each other; that radio will develop new programs and sales patterns under the pressure of competition. We would like to see Mr. Hedges' words inscribed on a tombstone to be placed on the grave of the present radio-vs.-television argument.

Always, in this nation, progress is greeted by wailing from a clique of prophets of doom. Radio, in case you have forgotten, was going to kill off newspapers. That's what the prophets said. Instead, newspapers grew stronger. Now they have been saying that TV is going to bury radio.

We could point out that literally millions of automobiles are radio-equipped and will continue to be; that there are more than half a million blind or nearly blind Americans to whom television means nothing and radio means everything; that millions of others in their homes want only fine music, and care not whether it is accompanied by pictures of the contortions of the violin section. By this method it would be simple to prove that radio is here to stay.

But there is a still easier proof. This is the fact that when the TV set goes on, either all work must stop—or it must be ignored. There is no halfway measure. When there is a good drama on TV, that's the end of homework, baking, scrubbing, wallpapering, dinner-getting, or fertilizing the zinnias. Radio makes no such demands.

Quite confidently we expect the two mediums not only to supplement each other, but to mutually force better programs through competition. There is really little point to this piece except that prophets of doom always make us want to get out the fly-swatter.

Editorial
Rochester Democrat & Chronicle, Sept. 22, 1951

NBC **WBEN** BUFFALO

Represented Nationally by Petry

JACKRABBITS....

Maybe

But what a lot of

LETTUCE

they've got:

MARKET	POPULATION RANK	MACHINERY, EQUIPMENT—WHOLESALE SALES
SOUTH BEND	88	$ 8,375,000
BRIDGEPORT	72	8,786,000
AMARILLO	162	10,272,000
SAN DIEGO	29	10,443,000
AKRON	40	11,955,000

*Figures From Printers' Ink, May 25, 1951

Where there's money, there's a market!... And KGNC is the only medium that reaches and delivers the green-backed Amarillo market!

P. S. The AMARILLO WHOLESALE MARKET is the largest non-TV market in Texas, New Mexico and Oklahoma.

Represented Nationally by the O. L. Taylor Company

new business

Spot . . .

SAU-SEA FOODS Inc., Yonkers, N. Y., planning extensive radio-TV campaign on eastern seaboard. Agency: William von Zehle & Co., N. Y.

CHATTANOOGA MEDICINE Co. (Soltice medicine) planning test campaign on 26 stations in southeastern states. If test successful campaign will be expanded. Agency: Noble-Dury & Assoc., Nashville, Tenn.

Network . . .

NATIONAL CARBON Co., division of UNION CARBIDE & CARBON, N. Y. (Prestone anti-freeze), to sponsor first half-hour of *Take Another Look* series of films of college football games on CBS-TV, Sun., 12:30-1:30 p.m. for rest of football season. Agency: William Esty Co., N. Y.

G. F. HEUBLIN & BROS., (makers of A-1 Sauce and A-1 Mustard), sponsoring the 12:15-30 p.m. portion of Ruth Lyons' *50 Club* on NBC-TV, on alternate Wednesdays. Agency: Scheidler, Beck & Werner, N. Y.

WARING PRODUCTS Corp., N. Y., (Waring Blendors), signs for Friday participations in CBS-TV's *Homemakers' Exchange*, Mon. through Fri., 4-4:30 p.m., (EST), for 13 weeks. Agency: Hicks & Greist, N. Y.

RONSON ART METAL WORKS (Canada) Ltd., Toronto (Ronson lighters), started Oct. 17 for 26 weeks *Hollywood Stars on Stage* on 34 Dominion Network stations, Wed. 9-9:30 p.m. Agency: Grey Adv. Agency, N. Y.

ORANGE CRUSH Co., Chicago, will sponsor *The Green Hornet* Mon., through Fri., 5 to 5:30 p.m., on MBS starting Wed., Nov. 7. Agency: Fitzmorris & Miller, Chicago.

JOSEPH SCHLITZ BREWING Co., Milwaukee, renews *Halls of Ivy* on full NBC Network Wed., 7 to 7:30 p.m. CT, for 39 weeks from Oct. 3. Agency: Young & Rubicam, N. Y.

Agency Appointments . . .

MICHIGAN WINERIES Inc., Paw Paw, Mich., appoint W. B. Doner & Co., Detroit, to handle advertising. Radio and TV will be used.

D. E. SANFORD Co., S. F. (importers of Descoware), appoints The Biow Co., S. F., to handle advertising. Radio and television are being considered.

HOSPITAL SERVICE Corp. and NEW YORK MEDICAL PLAN Inc., both Buffalo, appointed Comstock & Co., same city to handle advertising.

KING KONE Corp., N. Y., (foods), appoints Courtland D. Ferguson Inc., Washington, to handle advertising. TV will be used.

B. V. D. Co., N. Y., appoints Hirshon-Garfield Inc., same city to handle advertising for sports shirts, beach wear, pajamas and underwear.

ERWIN, WASEY & Co., N. Y., severing connections with R. B. Semler Co., New Canaan, Conn. (Kreml Hair Dressings), for advertising within this country, effective Jan. 1. Agency will continue to handle company's export advertising in England, South Africa and Australia with increased appropriations.

Adpeople . . .

GORDON J. MALONE named eastern regional manager for Servel refrigerators, water heaters and air conditioners. He succeeds GEORGE R. COPELAND, resigned.

JOHN F. CARROLL appointed manager of product planning Hotpoint Inc., Chicago.

Vic RADIO PROFIT Diehm Says:

I See No Evil in...

. . . how could I? Here's a station with 19-years of proven "know-how". . . with 70% of the listening audience (figures ala Conlan). A full-time 250 Watts, in a $45,000,000 retail sales area. (Sales Management Figures) N B C affiliate.

*WAZL

HAZLETON, PENNA

I Hear No Evil of...

It's located in the 3rd largest market area of Pennsylvania. The great Allentown - Bethlehem Industrial and Farming Area with Annual Retail Sales of $204,000,000. Want some of this rich market? Then you want WHOL. . . 250 Watts full-time C B S Affiliate.

*WHOL

ALLENTOWN, PENNA.

I Speak No Evil of...

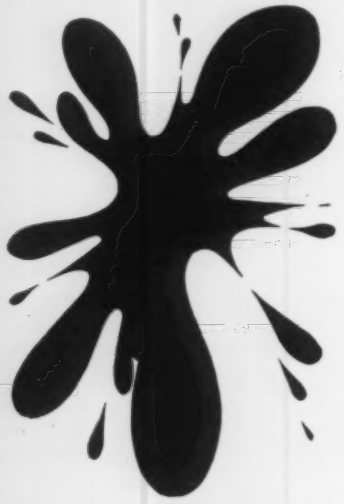
Here's a station that is making great progress. It's 1,000 Watts, daytime and is known as the Sports Station of the Susquehanna Valley. Affiliate of Liberty Network. Carries professional football and baseball, also regional football games. A good buy, believe me.

WHLM

(FORMERLY WLTR)

BLOOMSBURG, PENNA.

* Represented by Robert Meeker Associates



WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

SECOND annual International Square Dance Festival, sponsored by WLS Chicago and the *Prairie Farmer*, is expected to enroll more than 2,000 square dancers and callers from 25 states and attract some 16,000 paid admissions this year. Because of the success of the initial square dance exhibition at the Chicago Stadium last year, WLS has expanded the festival content and scheduled a two-day event instead of one day.

Callers and dancers from all over the country will meet in Chicago Oct. 26-27 at the International Amphitheatre to participate in dance seminars, calling sessions, recreation discussions and the festival proper. This year, for the first time, the audience will have a chance to dance also. Two huge halls adjoining the exhibition area will be open for public dancing throughout both evenings. Admission is included in the exhibition ticket.

The entire promotion is operated on a non-profit basis. WLS and *Prairie Farmer* will take any losses, while profits will be deposited in a fund to continue promotion of square dancing. Special attractions have been added this year, according to John C. Drake, WLS promotion director, who has handled festival details both years.

Seminars and clinics will take place from noon Friday through midnight Saturday, with nationally-known square dance experts leading discussions. Three square dance orchestras will play both afternoons and evenings, operating with three public address systems.

Station promotion, said to be the most comprehensive of any single station in the country, is conducted in cooperation with the Chicago Park District. Working with approval of Glen Q. Snyder, WLS manager, the operating committee includes Walter Roy, Chicago Park District recreation director; George C. Biggar, director of the WLS *National Barn Dance;* Terry Rose and Mel Ackerman of the Park District, and Mr. Drake.

strictly business

KAY FISHER

ONE OF the first girl peddlers in Chicago radio is Kay Fisher, who has been representing John E. Pearson Co. stations since 1943. A smiling-beguiling blond, Miss Fisher knows the talent, production and business angles of the industry because of her early theatrical training.

A native of Springfield, Ill., Miss Fisher has lived most of her life in Chicago. Her first professional interest was in acting.

At Chicago's Senn High School she studied drama and worked with the then-famous Evanston Players Guild opposite such leads as James Cominos, of Needham, Louis & Brorby's executive staff in Chicago, and Actors Hugh Marlowe and Don Briggs.

Miss Fisher acquired considerable little-theatre experience before enrolling for drama courses at Stevens College, Columbia, Mo. She worked her way through Stevens by waiting tables and working in the drama department.

From Stevens, she started on the business path, which was to relegate drama to the sidelines, by going to work for the Illinois Bell Telephone Co. (a family custom) as a Chicago suburban service representative. In the evening she worked with Sherman Marks and The Mummers group.

Shifting into direct sales—cosmetics for Dermetics—she sold the women's line for six months, then went to New York as secretary to the company's president. Later, after a business trip to Los Angeles, she remained on the Coast as manager.

Business won over again and Miss Fisher next went to the Walker Co., Chicago, doubling on WLS *National Barn Dance* commercials and conventions at nights, with rehearsals on her lunch hour. Three

(Continued on page 56)

FOUND

A METHOD OF EVALUATING BMB FIGURES THAT IS UNIFORMLY

FAIR TO ALL STATIONS

There is a growing realization throughout the industry that current methods of interpreting BMB figures are unfair to many radio stations.

Time buyers who use BMB figures for their primary purpose—evaluation of physical coverage—can only get a true picture, if their method of evaluation eliminates the popularity factor. Popularity can and should be measured by other means (Hooper, Nielson, Pulse, etc.)

This organization now makes available a method of using BMB maps and figures which provides a uniform, accurate and clean-cut measurement of station *coverage*—not popularity!

May we explain and demonstrate its soundness and value to you Mr. Time Buyer?

Adam Young Inc.

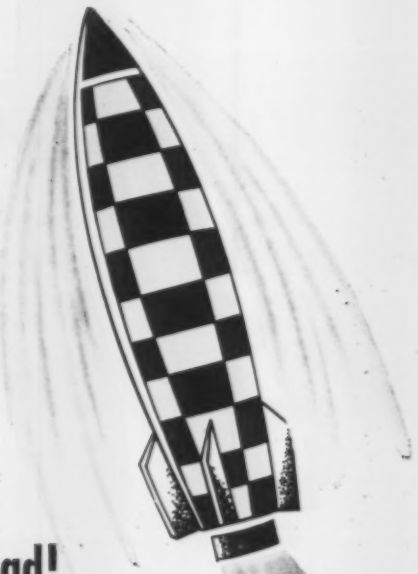
RADIO STATION REPRESENTATIVE
22 EAST 40th STREET • NEW YORK 16, N. Y.

NEW YORK • ST. LOUIS
CHICAGO • LOS ANGELES • SAN FRANCISCO

The Hoopers ROSE on all CBS Shows WHEN THEY MOVED TO-

KRNT

DES MOINES



...and the Great LOCAL Shows Continue to Lead!

● Here's dramatic proof of the BIGGER audiences delivered by Des Moines' KRNT! Even before the big CBS shows joined the big local shows and big audiences on KRNT June 15th, KRNT led in Des Moines listeners MORNING, AFTERNOON, AND EVENING — and *continues* that amazing record. Of the 19 CBS shows that moved to KRNT without a change or summer replacement, ALL NINETEEN gained a greater Hooper share of audience on KRNT the very first month!

HERE'S THE PROOF!

	BEFORE	AFTER
Grand Slam	18.2%	32.7%
Wendy Warren	17.8	37.9
Aunt Jenny	28.6	35.7
Helen Trent	26.1	46.4
Our Gal Sunday	23.4	56.7
Nora Drake	14.0	41.2
Hilltop House	10.9	37.5
Kings Row	19.0	43.7
House Party	17.6	33.3
Strike It Rich	22.8	32.7

	BEFORE	AFTER
Arthur Godfrey (morning) (Average of last 60 minutes)	33.4%	47.9%
Hollywood Star Playhouse	25.0	29.0
Mr. and Mrs. North	38.3	59.1
Dr. Christian	25.5	28.0
FBI In Peace and War	36.1	41.2
Mr. Keen	28.8	33.3
Rex Allen	3.9	19.5
Camel Caravan	19.2	30.8
Gangbusters	33.8	51.4

NOW, More Than Ever, You're Right When You *Buy* THAT *KNOW-HOW GO-NOW*

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

SOURCE:
Winter-Spring, 1950-51, C. E. Hooper Audience Index
July, 1951, C. E. Hooper Audience Index

REPRESENTED BY THE KATZ AGENCY

plain

Capitol's Custom Library offers wonderful music—for day-to-day programming, or dressed up for feature presentation. A wealth of library repertoire—over 5000 brilliantly recorded musical selections and production aids: top artists, superb musical and technical quality. By talent, by title, or by musical category, Capitol Library Transcriptions will make a hit with your station and audience.

As many as 12 (one dozen) ready-to-sell musical shows in your basic custom library (½ hr. to across the board ¼ hrs.)...for a per show per week cost as low as $1.04. Including all music, production aids (themes, voice tracks, theme fills, etc.), scripts...for simplified top notch production; sponsor program presentation sheets, audition disks, promotion material...for your commercial success.

or fancy wrapped...

Inspect the catalog of Capitol's complete transcription library and program order kit. • Select the 220 Capitol Transcriptions which will fill the bill in your station library. • Include program features if desired in combination with your choice of library repertoire. • Send in order for initial discs, bonus extras and custom library service agreements. • Order 30 additional and 30 replacement exchanges yearly. • Enjoy a concentrated library service...custom tailored to your requirements for just $50 per month after the first year.

Capitol RECORDS, INC. BROADCAST DIVISION

Custom Library Service

MAIL THIS COUPON FOR COMPLETE DETAILS

Capitol Records - Broadcast Division
Sunset at Vine, Hollywood 28, California

Send full information on Capitol's Custom Library Service, Program Features, and Bonus Extras today!

STATION _____ ADDRESS _____

CITY _____ STATE _____

BY _____ TITLE _____

To a time buyer who never heard of Smulekoff's

AN ICELANDIC COUPLE vacationing hereabouts heard a WMT commercial on the 10 p.m. news and bought two complete living room suites from the sponsor next day. Shipping tags on the crates set a new high in tongue-twisters: from Smulekoff's to Reykjavik.

A GI in the Pacific caught a vagrant airwave and ordered a cedar chest shipped to his girl in Louisiana. His letter was addressed to *the Lane cedar chest store that advertises on WMT in Cedar Rapids.* The order was duly executed.

Smulekoff's is a furniture store in Cedar Rapids whose management first saw the light in 1940, after a schedule of spots on our favorite station brought customers traipsing in from the hinterland.

Two years later Smulekoff's moved into a six-story skyscraper (Iowa skies scrape easy) and twisted our arm for regular sponsorship of the 10 o'clock news, with 20 supplementary spots a week.

The results were, to use the locution of an advertiser concerned about the effect of too much enthusiasm upon rates, only gratifying. Annual volume is now almost eight times that of 1940. (Reserved note: Good management had a lot to do with it. Increased purchasing power figured. Higher price-levels contribute. We don't claim all the kudos.)

But Smulekoff's "frankly gives WMT full credit for the extended trade territory which results in a high percentage of our total volume and for the dominating influence on our immediate trade area."

This recital is not offered to promote, necessarily, the Reykjavik market or the possibilities of skip signals. Iowa needs no embellishment, and we suggest that you consider (1) its $4 billion annual cash income and (2) the effective manner in which WMT taps it.

WMT CEDAR RAPIDS

5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

open mike

Shall We Dance?

EDITOR:

A few days ago we encountered a rather unique situation which may give you a chuckle.

With the Oct. 1 time change, the schedule at WTCN-TV [Minneapolis-St. Paul] was naturally quite confusing. One of our clients, the Arthur Murray Dance Studios, had been scheduled for a 10:30 to 11 p.m. slot for one week, after which time we would move into a permanent slot of 11 to 11:30. On the day of the show, we discovered that another show, a five-minute weather report, had been scheduled from 10:40 to 10:45, right in the middle of the Arthur Murray show.

Naturally, neither sponsor wanted to give up his time. So our solution was, we think, quite logical and certainly novel. We started the Arthur Murray show at 10:30, it ran for 10 minutes, and then explained to our viewers what the scheduling situation had been and what our solution was going to be. We ran the weather show for its full five minutes in the middle of our show. At the end of the weather show, the camera turned to our end of the studio, we kidded briefly on the weather, and went on with our production. Result: the station was happy, both sponsors were happy, and the public was "treated" with that old Shakespearean gimmick, the "show within the show."

Warren J. Michael
Nelson-Willis Adv.
Minneapolis

* * *

Solid South

EDITOR:

. . . At WKYW we have used with great effect, for our own good, excerpts from the BROADCASTING • TELECASTING story on this very excellent survey [comparative study of radio-TV-newspaper-magazine circulation by Dr. Raymond A. Kemper for WAVE Louisville, B • T, Oct. 1]. We think WAVE deserves an NARTB, a BAB and by all means an ANA resolution of thanks for dispelling some ideas that have solidified east of the Hudson River.

S. A. Cisler
Vice President
WKYW Louisville

* * *

No Laughing Matter

EDITOR:

. . . The Gagwriters Institute Comedy Development Center has been in existence six years. In that time NBC and CBS have not sent one executive to scout the possibilities of utilizing this as an affiliation where talent might be developed properly . . . Comedians need time, and they need sustenance. And they need encouragement. And they need coaching and help . . .

The networks should put their shoulders to these wheels . . .

George Lewis
National Laugh Enterprises
New York

* * *

Nosegays

EDITOR:

. . . In behalf of our committee, I wish to compliment your magazine on its fair presentation of the case against theatre television.

Jerome W. Marks
Chairman
Fair Television Practices Comm.
New York

* * *

EDITOR:

The new arrangement of highlighting material in the first few pages of each issue of BROADCASTING • TELECASTING is certainly a fine one. It is just one of the many continuing steps of self improvement undertaken by your magazine to be of even greater benefit to the entire industry. . . .

Frank E. Shaffer
General Manager
WEIR Steubenville, Ohio

* * *

EDITOR:

. . . [The BROADCASTING • TELECASTING MARKETBOOK] is a monumental job. . . .

Julia B. Brown
Director of Media Research
Compton Adv.
New York

* * *

EDITOR:

. . . I am sure the data contained in the [MARKETBOOK] will prove to be of utmost value to us in the time buying field. . . .

Philip Branch
Radio & TV Dept.
Al Paul Lefton Co.
New York

Cedric Adams takes to tape

New sound recording tricks lighten broadcasting load for busy CBS (WCCO - Minneapolis) luminary

How can a radio star be in two places at once? Ask Cedric Adams how tape recording makes it possible. In order to maintain a weekly schedule of 24 broadcasts, 7 newspaper columns and innumerable personal appearances, Adams has tape doing tricks of all kinds.

His weekly program "Life with the Wife" features interviews with the wives of Hollywood stars. The interviews are conducted by phone and taped at each end simultaneously. When the two recordings are put together and edited, Adams has a smooth, well-paced program with no awkward breaks or pauses.

Another novel use for tape enables Adams to use the same studio audience for two separate broadcasts. The first program goes out live; the second one is staged immediately following and taped for later broadcast.

Tape simplifies programming and production problems for stations all over the country. It is easy to edit, splice and dub into; there is no needle scratch, crosstalk or backlashing. Tape recordings can be made anywhere, anytime, eliminating complicated scheduling and expensive line charges.

Want more details about the shortcuts and savings you can make with tape? Write Dept. BT-101, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and we'll have a Sound Engineer give you the whole story.

CEDRIC ADAMS consistently tops all national network shows in listenership ratings for the Upper Midwest area. His nightly 10 p.m. news broadcast has such a phenomenal following that Adams is known as "The Man Who Puts Minnesota to Bed."

"DINNER AT THE ADAMS" captures the spontaneous table talk of well-known Upper Midwest personalities. The program is recorded at an actual dinner in the Adams home, then edited for later airing. Tight, noisefree tape splices are easily made with scissors and "Scotch" Splicing Tape.

IMPORTANT: There's more than one brand of sound recording tape on the market. Insist on the "SCOTCH" brand, the *lubricated* tape that means matchless fidelity, clarity of reproduction, freedom from physical or mechanical distortion. Used by all major networks and recording companies.

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

The one and only...

Type TT-10AL/AH...and an
will deliver 100 kw (ERP)

10-kw TV transmitter for VHF

RCA high-gain antenna... at the lowest cost per kilowatt

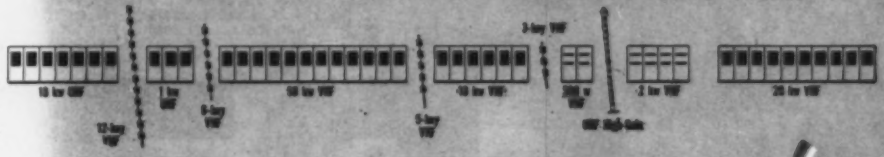
• This remarkable new 10-kw TV transmitter, and an RCA high-gain antenna **(type TF-12AM)**, will provide up to 100 kilowatts of effective radiated power. More than twice the power of any commercial TV transmitter operating today—and AT SUBSTANTIALLY LOWER COST PER RADIATED KILOWATT than other transmitter-antenna combinations!

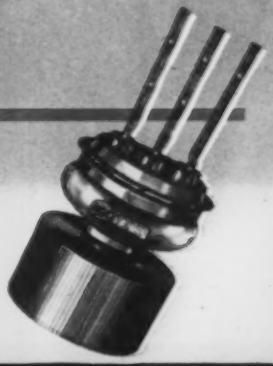
Using an improved type of air-cooled tetrode in the final power amplifier stages, this transmitter removes all former restrictions on interior cooling and floor-space requirements. No water supplies to bother about. No problem setting up the transmitter in tight quarters (it takes approximately half the floor area of previous 5-kilowatt models and weighs substantially less).

The new RCA 10-kw transmitter is available in two types. Type TT-10AL covers channels 2 to 6. Type TT-10AH covers channels 7 to 13.

For complete information on this new 10-kw... call in your RCA Broadcast Specialist. He can show you what you'll need to get "on the air"—with the power you want—at lowest possible cost. Phone him. Or write Dept. S-E18, RCA Engineering Products, Camden, New Jersey.

FOR ANY TV POWER UP TO 200 KW—GO RCA!





The Key to High Power and Low Cost

Improved RCA Air-Cooled tetrode—used in the aural and visual finals. Proved for long life, easy to handle.

RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

NORTH CAROLINA
THE SOUTH'S No. 1 STATE

WPTF -
NORTH CAROLINA'S No. 1 SALESMAN

North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.

More North Carolinians Listen to
WPTF Than Any Other Station.

WPTF

also WPTF-FM

NBC AFFILIATE for RALEIGH, DURHAM
and Eastern North Carolina

50,000 WATTS
680 KC.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 41, No. 17 WASHINGTON, D. C., OCTOBER 22, 1951 $7.00 A YEAR—25c A COPY

STRINGENT TV CODE

62 of 70 NARTB Stations Endorse

By J. FRANK BEATTY

THE NATION'S TELECASTERS, with the eyes of Congress upon them, approved in principle Friday a stringent code designed to allay a mounting tide of criticism.

Some 70 delegates representing 62 of the 70 NARTB member television stations and two networks (NBC and DuMont), accepted not only in principle but in great detail a set of code provisions that throw controversial barriers around programming and advertising techniques. They met at the Stevens Hotel, Chicago.

The NARTB TV board, at a hastily summoned meeting late Friday, ratified this action and will finally promulgate the document, with minor changes, at a meeting to be held in Washington the week of December 3. (see draft of code on this page).

Final Action to Come

These actions do not put the code in business, however. Final action will come when stations "subscribe" to the document and start showing an official Seal of Approval.

In a nutshell the code:

- Sets up a Review Board to enforce the advertising and program rules.
- Empowers the use of the official seal, which can be withdrawn by the full NARTB TV board.
- Permits non-NARTB members to carry the seal.
- Suggests "should" and "not recommended" advertising and program practices.
- Proposes time limits on advertising similar to those in the NARTB radio standards.
- Opposes sale of television time to churches and religious parties.
- Contains unwritten but inherent power for Review Board to check unfair and unscrupulous competition within the industry.
- Can be revised as experience indicates.

The action Friday culminated several months of work by a code-writing committee headed by Robert D. Swezey, WDSU-TV New Orleans, who also was active in writing the radio Standards of Practice in the 1946-48 period. Judge Justin Miller, NARTB chairman of the board, presided at the Friday meeting.

Membership of the Review Board will be announced within a month. This board will consist of five industry members, none of them NARTB TV board members, with Judge Miller as ex-officio member.

This board will have power to delegate some of its duties to NARTB staff members.

The code is regarded as an effective answer to William Benton (D-Conn.) and others who advocate extreme measures in dealing with programming.

Efforts to adopt a brief set of general principles subject to local conditions were defeated.

An all-industry meeting of TV members, held June 22 in Washington, called for preparation of a code. Four subcommittees worked on its provisions during the summer and early autumn weeks. A tentative draft was approved by the full NARTB board at its September meeting.

Final rewriting was done at a Washington session held by the committee a fortnight ago, with the document reviewed at a breakfast meeting Friday just ahead of the membership discussion.

Only NARTB TV member stations participated in the Friday meeting.

While there had been hope the code could be finally enacted Friday, many delegates felt an action of such historic and financial impact deserved more than one-day consideration.

Meeting at the Stevens Hotel Tower Room, the NARTB TV mem-

(Continued on page 32)

Text of Code Okayed in Chicago

THE TELEVISION CODE
PREAMBLE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television. In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be encouraged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best

(Continued on page 34)

RECORD OF CONGRESS

Impact on Radio-TV

By DAVE BERLYN

FIRST session of the 82d Congress, on the eve of adjournment, found legislators more conscious of radio and television than perhaps any of their predecessors in the U. S. Capitol.

While Congress did little legislatively to change the pattern of the broadcast industry, its influence was felt along many radio-TV fronts.

Some threats where posed in Congress against the welfare of the broadcast media. But with the exception of one—that of a ban against allocation of government funds for armed forces recruitment [B • T, Oct. 15]—the wind was gentle, the sailing good. Broadcasters could score this session a favorable one.

The 82d Congress, which begins its second session next January, will pick up where it left off this fall. It will also be a campaign year. National elections—Presidential and Congressional—will be held next November. Actions taken by Congress next year may affect voting sentiment.

Major communications legislation pending—as it has been for a number of years—is the McFarland Bill (S 658), passed twice by the Senate. This bill, by amending the Communications Act, would streamline FCC procedures.

As Congress adjourned for a two-month vacation, the industry-favored bill remained in the House Interstate & Foreign Commerce Committee. That committee, following Senate pressure, held hearings on the bill and began studying its sections.

On the non-legislative side of Congressional business, a national issue arose over the use of the television medium at hearings. The controversy reached its height when the Senate Crime Investigating Committee permitted all media, including radio and TV, to cover its probings of big-time gambling and racketeering. When witnesses began to balk at being televised, the Great Debate began, in the press, in both branches of Congress and in law offices.

Attempts to establish full radio and television coverage of Congressional proceedings with microphone and camera on the floor of the House and Senate chambers met with uncompromising resistance among key members of both

(Continued on page 95)

AM IN TV HOMES

KNX Cites Radio Strength

RADIO listening in Los Angeles television homes during the evening runs a little better than two-thirds the listening in all homes.

This finding was disclosed last week by KNX Los Angeles in analyzing radio listening on the basis of data supplied by the Pulse from its regular March-April 1951 television surveys. These data were in turn compared to the Los Angeles Pulse radio findings for the same period.

Pulse figures show that radio listening in TV homes had a 15.1 rating compared to 22.0 for all homes, or 68.6% as much radio listening in homes with TV as in all homes (average quarter-hour sets-in-use, 6-10 p.m. - midnight, Sun., Sat.).

It was found in the Los Angeles study that radio listening in TV homes is strong during all the various evening hours.

"Early-evening, mid-evening and late-evening hours—all have at least six TV homes listening to radio for every 10 radio homes that have their sets on," according to the KNX analysis. "In two of the periods this ratio is seven TV homes listening to radio for every 10 radio homes with sets on."

The survey adds that the two 7-10 radio periods or early and mid-evening hours are periods generally considered to be TV listening hours.

Table showing average quarter-hour radio sets-in-use, Sunday-Saturday, follows:

	TV Homes	All Homes	Percent TV Homes Of All Homes
6-8 p.m.	18.2	25.9	70.3%
8-10 p.m.	18.3	25.6	71.5%
10-12 mid.	8.9	14.4	61.8%

Going deeper into its comparison, KNX found, "During the hours when Los Angeles television stations are putting on their best programs, radio listening in TV homes as it relates to listening in all homes, is slightly higher than the percentage found for all quarter-hours studied throughout the week."

KNX shows that 71.4% radio sets were in use during the 61 quarter-hours in which top 10 TV programming was aired compared to 68.9% sets-in-use 6 p.m.-12 midnight (seven-day average).

KNX included a series of findings showing the relation of radio and TV listening to its programs.

Going into program popularity, KNX found that personality-type programs have been displaced by dramas as most popular radio fare of TV homes as compared to all homes. The following table compares leading radio programs in radio and TV homes:

Program	Ratings In Radio Homes	Ratings In TV Homes	Percent TV of Radio Homes
Lux Theatre	10.5	7.1	67.6
My Friend Irma	9.2	6.6	71.7
Bing Crosby	9.2	6.2	67.4
Gildersleeve	9.2	5.6	60.9
Bob Hope	8.7	5.3	60.9
Our Miss Brooks	8.4	5.3	63.1
You Bet Your Life	8.3	5.7	68.7
FBI	8.0	5.2	65.0
Charlie McCarthy	7.9	5.0	63.3
Bob Hawk	7.9	5.7	72.2
Fibber McGee	7.9	5.8	73.4
Mr. District Attorney	7.9	5.4	68.4
Gangbusters	7.8	4.8	61.5
The Whistler	7.8	5.5	70.5
Aldrich Family	7.7	5.4	70.1
Hallmark Playhouse	7.4	6.3	85.1
Screen Directors Playhouse	7.7	6.3	81.8
Life With Luigi	7.6	5.8	76.3
Suspense	7.4	5.7	77.0

DIRECT MAIL

Radio-TV Awards Given

FOUR radio-television awards were presented at the annual convention of the Direct Mail Advertising Assn., which met in Milwaukee's Schroeder Hotel last Wednesday, Thursday and Friday. Mutual won the radio award for general excellence in direct mail campaigns, with the presentation going to Advertising Manager James S. Tyler. NBC earned the overall television citation, with the award going to James Nelson, manager of advertising and promotion.

A special award for a low-cost campaign was earned by WBT Charlotte and its promotion manager, J. R. Covington. NBC won a second mention for its "special outstanding campaign," which went to Jacob A. Evans, manager of advertising and promotion.

Radio and television operations won four out of 68 awards at the meeting, attended by more than 1,500 persons. Presentations were made Wednesday.

FOOTE APPOINTED

Is McCann-Erickson V. P.

EMERSON FOOTE, previously president of Foote, Cone & Belding, New York, is joining McCann-Erickson, also in New York, as a vice president and general executive, it was announced Thursday.

Mr. Foote

Mr. Foote had officially taken a leave-of-absence from FC&B in April, 1950. He had been president of the agency since its inception. Prior to that he was with Lord & Thomas, which later became FC&B.

When Mr. Foote was president of his own agency, he resigned one of the biggest accounts—the $12 million American Tobacco Co. budget—in March 1948.

SUITS NAME JONES

Ex-Employes File Claims

NINE former executives of the Duane Jones Agency, New York, have started proceedings for two suits against Mr. Jones, president, seeking to reinstate the value of their Class B stock and to get some of the pension money which they claim is owed to them.

Mr. Jones was served with a summons by attorneys representing the former employes last week. He has 20 days to answer the summons before actual suit is filed.

The nine employes instituting the stock suit are: Don Gill, Robert Hayes, Joseph Scheideler, Robert Hughes, Paul Werner, Eugene Hulshizer, Lawrence Hubbard, Richard A. Stevens and William McKenna.

In addition to the first six men listed above, two others—Joseph Beck and Phillip Brooks—are all complainants in the suit against the trustees of the Duane Jones employe pension trust.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I fed it Hooper and Nielsen figures together by mistake."

Editor Hope

BOB HOPE has been named editor-in-chief of the NBC newsroom—for four Sunday nights only—to direct the network's worldwide staff of newsmen on *The Jubilee Show*, a survey of news and special events for the past 25 years. Series of half-hour programs was to start yesterday (Sunday) at 10:30 p.m. EST and will continue Oct. 28, Nov. 4 and Nov. 11. Assisted by veteran reporter W. W. Chaplin, Mr. Hope will flashback — by record — to events ranging from the Washington reception of Charles Lindbergh to the Munich Conference of 1938 and events of World War II.

MORE AD DATA

Asked by Macy's Ratner

POOLING the results they have realized from various media for analysis by an impartial university or foundation was suggested for all advertisers by Victor M. Ratner, vice president of Macy's, New York, when he addressed the Boston Conference on Distribution last week.

Purpose would be to increase the efficiency of advertising as well as to improve the communication which modern society has, but does not understand, he explained.

While Macy's has put almost its entire advertising budget into newspapers for 93 years, facts just are not available for finer adjustments in the use of various newspapers, Mr. Ratner said. "The only thing we know precisely about newspapers are their circulation figures and rates," he explained. "We don't know, except in hazy terms, who reads what papers, how many women, how many men, what kind of people they are, when they read the paper, and where."

Design of Media

Advertising media employed to move entertainment or merchandise with relative success are much less successful in selling serious ideas to the public, he said. "Our media have not been designed to reach 'everybody' with the complete information of modern times, but only to reach enough people to make a profit for the owners and their advertisers," Mr. Ratner declared. "Consider the circulations of any individual newspaper, magazine, radio, or television program," he suggested. "You will see that profits can be made by reaching a surprisingly small fraction of the public—who are gathered together mostly by entertainment in these media."

Mr. Ratner said it may be impossible to avoid an all-out war unless some way is found to exchange information and ideas more successfully. "It will take a reappraisal of our techniques, plus the invention of many new techniques, to do so."

NBC'S NEW BAIT

Has Several Sponsors Nibbling

SIGNS that NBC's two-week-old economic blueprint for radio [B • T Oct. 8] may soon begin to pay off, at least in part, were evidenced in campaign plans reportedly being studied by at least four advertisers last week.

While the National Assn. of Radio and Television Station Representatives met and canvassed the overall NBC plan, reliable authorities reported that Elgin National Watch Co. (Elgin-American compacts) and Procter & Gamble both are plotting saturation drives using NBC's one-time-or-more plan of sponsorship.

Elgin, which is planning its campaign for the pre-Christmas season, for several years has sponsored special two-hour shows at that time of year, using network radio and TV variously.

Two in Discussion

In addition, Royal Typewriter Co. and International Silver Co.—neither of which is currently using radio—were understood to be considering features of the NBC plan in discussions which thus far have not gone beyond the agency-advertiser level.

Young & Rubicam, New York, is agency for all four advertisers thus far reported considering the NBC project.

At Dancer-Fitzgerald-Sample, meanwhile, an executive said the one-time-or-more plan—which CBS Radio inaugurated with the *Red Skelton Show* [B • T, Sept. 10]—appeared sufficiently attractive to recommend to clients which, because of relatively limited budgets or for other reasons, have not heretofore been using radio.

CBS Radio officials reported that they have received orders thus far for eight of the *Red Skelton Shows* —with two orders having come from advertisers new to network radio.

CBS Radio officials did not identify the sponsors of the eight shows, but did report that one previously unannounced order came from Pepperell Mfg. Co., Boston (sheets), for sponsorship of the Skelton program on Jan. 2. Agency is Benton & Bowles, New York. It also is known that General Motors' Pontiac Division has bought the show for Dec. 5, 12, and 19 through MacManus, John & Adams, Detroit [B • T, Sept. 10].

NBC has designated the *Barrie Craig* mystery (10-10:30 p.m. Wednesday) and the 7-7:30 p.m. segment of the *Big Show* (6:30-8 p.m. Sunday) for sale on a one-time-or-more basis, but American Chicle Co.'s subsequent sponsorship of another *Big Show* half-hour as part of NBC's Tandem Plan left the 7-7:30 p.m. segment's status as a commercial offer uncertain. The reason was this:

The American Chicle sale also brought the Tandem Plan shows—*Mr. Keen, Tracer of Lost Persons* (Thurs., 8:30-9 p.m.), *Dean Martin-Jerry Lewis Show* (Fri., 8:30-9 p.m.), and *Big Show* (7:30-8 p.m. segment) to a sold-out status. Already participating in sponsorship of the three Tandem shows are Whitehall Pharmacal Co. (Anacin) and Liggett & Myers Tobacco Co. (Chesterfield cigarettes).

Thus, with present Tandem shows sold out, NBC officials thought it likely that the Tandem Plan would be expanded—which might mean that the 7-7:30 *Big Show* segment, heretofore designated for sale on a one-time-or-more basis, might be added.

In the meantime, NARTSR's views of the overall NBC economic blueprint were outlined in a statement issued Thursday asserting that lack of complete details makes it "almost impossible to predict with accuracy or finality its ultimate effect on national spot broadcasting, which represents such a substantial portion of the network affiliate's total revenue."

Issued through the office of NARTSR Managing Director Murray Grabhorn, the statement expressed the view that NBC's realignment of network operations and policies is an "endeavor" to "(A) make network radio more salable under changing conditions, and (B) to adjust some of the inequities resulting from the recent rate cut applied uniformly and arbitrarily to all O&O stations and affiliates."

The statement pointed out that the NBC plan also "gives recognition to the stations' need for spot revenue" by lengthening the chainbreak to 60 seconds preceding certain evening sustainers, and by setting up a "Minute Man" plan of providing affiliates with some 40 quarter-hours of programs a week which may be carried as sustainers or sold locally, with NBC to be reimbursed when a show is sold.

NARTSR voiced hope that the 60-second chainbreak would be extended to day and night network commercials as well as selected sustainers. "The recent horizontal network rate reduction to the advertiser more than compensates him for the seconds sacrificed to make this possible," NARTSR said.

With respect to the Minute Man plan, the association had some reservations "until the following missing factors are brought into focus: "(A) program cost under sponsorship to stations; (B) the percentage of revenue demanded by the networks; (C) the stability of such programs insofar as the right of network recapture or change is concerned, and (D) the assurance that the 'high attraction' of such programs will be maintained."

The statement suggested that NARTSR feels NBC's main objective may have been to secure additional morning option time, and that the proposed realignment of affiliates' network rates might be of such scope as to involve questions of control of station rates by the network. NARTSR said:

Whether or not the suggested advantages to spot, if adopted, would offset the proposed surrender of valuable morning station time (presently in increasingly growing demand under existing competitive conditions) as proposed in the NBC plan, plus the contemplated rate revisions in accordance with the "objective formula" devised by the network, is a matter of highly questionable speculation at present, and can only be intelligently resolved when the fate of each station concerned is finally determined through the contemplated individual negotiations. The scope of the contemplated rate revisions is so broad that it might be considered to carry implications of control of station rates by the network. Of course, if the prime objective of the NBC plan is to secure the extra morning time, then the values offered in return must be scrutinized with an extremely critical eye.

Insofar as the premium station plan is concerned, no doubt some stations will benefit because of the resultant improved programming — others will probably take the view that their coverage area will be diluted at the fringes by the addition of other NBC facilities. Still others may feel that they will be carrying commercial programs on a free network basis which they might otherwise have received at full rate on a spot basis.

RADIO'S VALUE

Uniform Measure Study Voted

UNIFORM methods of showing radio's value to the advertiser will be set up by the Affiliates Committee, the all-industry group decided at a Thursday night meeting in Chicago.

The committee plans to retain a recognized research consultant to do a detailed analysis of various types of statistics and formulas which will properly present radio's competitive position in the media's world.

Interest in NBC's plan of judging the value of its radio affiliates was shown by committee members. The committee plans to look into details of the NBC formula which is understood to include about a score of elements affecting a station's value to its timebuyers.

After nearly seven months of work, including a series of committee and subcommittee meetings as well as conferences with Assn. of National Advertisers' committees, the affiliates body is preparing a report on its activities on behalf of stations.

The committee was organized during the NARTB convention last April when CBS launched the first in a series of radio rate reductions. Chairman of the all industry unit is Paul W. Morency, WTIC Hartford, Conn.

In the seven months considerable progress has been made in showing radio's side of the media story to advertisers, agencies and others. Much of the work has been over the conference table, the committee feeling that this technique is most effective on a long-range basis.

Mr. Morency said the committee members felt the group should continue its aggressive campaign to maintain and stabilize radio's value as a medium and as a force in the life of communities.

Committeemen took the position that the agency can operate in broad fields and provide an important and necessary service to the industry during a critical period. There appeared little support for any proposal to set up a permanent office to perform the radio job in view of the apparent success of the present method.

Meets With ANA

The full committee heard a report by a special subcommittee that held an Oct. 8 meeting with ANA radio and television officials. On this subcommittee are Mr. Morency; Edgar Kobak, WTWA Thomson, Ga., and Clair R. McCollough, WGAL Lancaster, Pa.

At the Oct. 8 meeting the subcommittee conferred with Paul West, ANA president; Lowell McElroy, ANA vice president; Walter Lantz, Bristol-Myers, and William Smith, Lipton Tea Co.

The committee has $15,600 remaining in its treasury. This sum is considered adequate for immediate projects now under way. Since its formation last spring, 371 stations have contributed to the fund.

The committee is preparing a lengthy report for all affiliate subscribers. This will be submitted in 10 or 15 days, Mr. Morency said. It will review principal activities since last April.

One committee member observed that a number of stations have raised their spot rates because of the committee's activities.

Attending the Thursday meeting besides those already mentioned were Ben Strouse, WWDC Washington; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Swezey, WDSU New Orleans; Walter J. Damm, WTMJ Milwaukee; Richard M. Fairbanks, WIBC Indianapolis; Leonard Kapner, WCAE Pittsburgh and Edgar Barton, of White & Case, law firm.

J. Leonard Reinsch, of the Cox radio-TV stations, and Howard Lane, Marshall Field Enterprises, attended as guests to the committee. Absent were John Patt, G. A. Richards stations; George B. Storer, Fort Industry Co.; Hugh Terry, KLZ Denver; and Kenyon Brown, KWFT Wichita Falls, Tex.

XUM

RADIO, TV DISSECTED

Under Ohio State U. Microscope

RADIO'S position in the changing media world was diagnosed by specialists in all phases of advertising at the Eighth Annual Advertising Conference held Friday-Saturday at Ohio State U., Columbus.

The broadcasting adjustment to current conditions is well under way but this 30-year-old means of disseminating information and selling goods is going through a difficult period, it was agreed.

While radio was given a going over, other media were exposed to similar treatment. Youngest of all advertising weapons—television—went under the critical observation of video, agency and station executives.

Advertisers and agencies, too, were subjected to the same type of inspection at the two-day conference, which included a meeting of the Advertising Federation of America's Fifth District.

Named chairman of the radio advertising clinic was L. A. Pixley, president of WCOL Columbus and president of the Ohio Assn. of Broadcasters. Keynote speaker was John Karol, CBS Radio vice president in charge of sales.

On the agenda were John H. Hosch Jr., vice president, J. Walter Thompson Co.; Ray Wunderlich, president, Cussins & Fearn Co., Columbus, and Fred C. Brokaw, vice president, Paul H. Raymer Co., Chicago.

As keynoter, Mr. Karol's topic was "Adjusting Radio Advertising to Today's Conditions."

Charles Sawyer, Secretary of Commerce, addressed a Friday luncheon session on government economy.

Victor Sholis, vice president and director of WHAS Louisville, was chairman of the TV clinic. Robert M. Reuschle, manager of the time-buying department of McCann-Erickson, New York, keynoted a discussion on "How to Buy Advertising Today."

Taking part in a spot analysis were George Bolas, director of radio-TV at Tatham-Laird, Chicago; Robert W. Dailey, McCann-Erickson, Cleveland; Leonard Matthews, Leo Burnett Co., Chicago; Franklin Snyder, general manager, WXEL (TV) Cleveland.

Leading up to his portrayal of TV's place in today's advertising picture, Mr. Matthews recalled that advertising expenditures in national media had increased 193% in the last decade.

Now TV comes along with the ability to do a job the printed or spoken word couldn't handle—clinch the final sale of products which require demonstration—and in addition it is economical personal selling, he declared.

Must Soon Compete

Soon TV, with rising costs, must seek its place on a competitive economic basis alongside other media, Mr. Matthews said. This development will be influenced by the rate structure and the realization that "the program is really the thing."

"Let's take a long-run view of the television rate picture today," he said. It "costs the national advertiser about $1 million to finance a half hour Class A once a week campaign in network television. Nielsen tells us that 31.2% of the country's total families now own television sets."

He continued:

"There are only 87 national advertisers who spent $2 million or more in 1950, only 126 companies with national advertising budgets over $1 million. When the freeze is lifted and an advertiser can clear all of the current television markets, even at present rates there are only 126 potential customers for network television. If the rates raise on the $1 and $2 million, customers are going to drop by the wayside like used car dealers.

"Suppose that during the next five years we reach a total of 27 million television homes, twice the number we have today but still only 62% of the country's radio families. Some of the stations have used a formula provided them by the networks as a guide to rate setting. Basically, the formula calls for a 50% rate increase every time sets go up 100%.

"Let's apply this to the increase in sets to 27 million by 1956 and see what happens to the number of network television customers. On this basis a network television advertiser, to be represented in just the current 63 markets, would have to spend—$1.5 million for one-half hour Class A show once a week—$1 million for a 15 minute Class A show once a week, and $2.5 million for a five-a-week 15 minute daytime show.

"Now there are only 65 major companies left, who if they put 62% of their budget against 62% of the families with TV could afford to maintain a one-half hour evening show in the medium.

"It follows, too, that television production costs will have to come down."

Mr. Bolas quickly reminded the TV clinic that "the basic job is to help clients make money."

He suggested a five-point program as follows: "Study of client's organization and products; study of industry and competition; marketing strategy (where, when, how to advertise and sell); copy strategy (selling argument that offers most promise); media strategy (media and vehicles that best fit plan).

The payoff lies in the commercial presentation, with the program as a show case, Mr. Bolas said. In his opinion the best TV program for an advertiser will:

- Attract largest possible audience of logical prospects.
- Appeal to that segment of the audience which is the advertiser's major sales target.
- Condition the audience for the sales story.
- Permit the most effective presentation of the selling strategy.
- Offer exciting merchandising possibilities.
- Accomplish these objectives at a reasonable cost per family reached.

Mr. Bolas described the importance of selecting suitable time periods from a standpoint of competition, adjacencies and availability of people to their sets.

Outlining his views on "Adjusting Radio Advertising to Today's Conditions," John J. Karol, vice president in charge of network sales for CBS Radio, told the radio clinic that "one of the most important factors is broadening the (economic) base." This, he said, means keeping current advertisers and winning new ones.

Retention of present business, Mr. Karol said, "is basically a question of keeping advertisers apprised of the continuing advantages of their network investments." This, he continued, includes clearing away the "emotional hysteria" brought on by TV and making radio's advantages plain; publicizing media comparisons to show the superiority of radio in size, power, and economy; expanding radio promotion merchandising activities, and continuing "the very valuable work" being done by BAB, station representatives, and stations themselves in "proving our case to present advertisers and to potential advertisers as well."

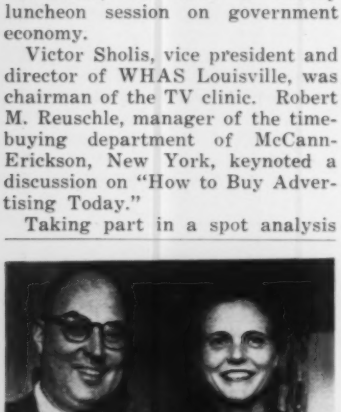
Seek's 'True Picture'

In the field of radio research, Mr. Karol said, the "great" need is for "a rating system which will give a true picture of radio listening."

In addition to having the lowest cost-per-thousand, he continued, network radio has reduced its rates while "publication page rates and line rates are still going up."

Among new sales devices to attract new advertisers, Mr. Karol listed the "one-time sponsorship" plan—inaugurated by CBS Radio

(Continued on page 97)



NBC PRESIDENT and Mrs. Joseph H. McConnell shown aboard the Queen Mary after arriving in New York Oct. 12 following a stay of several weeks in Europe. Mr. McConnell attended the London and Paris broadcast of NBC's *The Big Show* and conferred with European broadcasting officials.

SINDLINGER

Plans Ratings With Different Concept

CREATION of a new broadcaster-controlled audience research enterprise that would abandon the present "rating concept" and substitute "cumulative circulation" in television was proposed last week by Albert E. Sindlinger, president of Sindlinger & Co., Ridley Park, Pa.

Mr. Sindlinger would use the Radox instantaneous technique to provide daily reports on TV viewing plus "visual indicators." The operation would be called National Radox Corp.

On the theory that aural broadcasting is "rating itself into bankruptcy," Mr. Sindlinger says the medium must be evaluated on a basis comparable with other media. Present ratings pit one broadcaster against another while hiding the medium's selling power as compared with other media.

He referred to radio rate-cutting at a time when other media, which also feel TV's penetration, are increasing their rates and plan to do so again.

Radio has been trapped in its rate structure, Mr. Sindlinger asserted, adding that TV set sales in key markets are "approaching saturation." In Philadelphia, where TV had an early per capita lead, TV ownership is now 70%, he said. "The next 10% and the next 10% might come a lot harder and more slowly than the last 20%," he said.

When Radox started operating in 1948, Mr. Sindlinger explained, it produced ratings because broadcasters, agencies and advertisers insisted on them. Ratings are still flourishing, "to the everlasting damage of the broadcasting industry," he said.

Theme of the new Radox plan is that "he who sells should provide and pay for the information on what he sells and he who buys should pay for the information he uses to make the best of what he buys."

National Radox Corp., licensed to use Radox on a royalty basis,

(Continued on page 86)

BACK BILLINGS

Move to Refinance AVA Seen

FOUR West Coast pharmaceutical companies were understood to be negotiating with American Vitamin Assoc. late Thursday with the intention of taking over the business and getting it back on its feet. AVA cancelled all advertising last week because of "over-extension" and serious financial difficulties.

The West Coast concerns reportedly have already advanced some cash to American Vitamin, which makes Thyavals, Orvita and Formula 621, to maintain current operating expenses. The deal presumably would result in sale of controlling interest in the company, with President George S. Johnston retaining some holdings.

Re-financing by the outside group would take Schwimmer and Scott agency, Chicago, off the hook—a $290,000 one as a result of AVA's delinquent radio and television payments for September and October. Indebtedness to ABC, as well as to individual radio and television stations, caused the company Oct. 11 to cancel all advertising, most of which was in the broadcast media. Many stations are understood to have put business with AVA on a cash-in-advance or month to month paying basis.

Outstanding Billings

Schwimmer and Scott will make good the $290,000 in accrued billings, even if the company is not refinanced, Jack Scott, agency owner, said in Chicago last week. He negotiated early in the week with stations carrying a lot of Vitamin business to pay them off on a prorata basis in 30 monthly installments starting Nov. 25. Most of the stations agreed to the plan, he said, citing WGN-AM-TV Chicago, WLW Cincinnati and KLAC-TV and KTLA Los Angeles, as well as ABC, which carried a nine-station network show, *Frosty Frolics*, for a short time. It was the company's only network venture.

American Vitamin business has been placed nationally by the Chicago agency since Aug. 1, before which it had handled only the Chicago business for four months. Counsellors Inc., Hollywood, handled the account previously, and, although it has since been dissolved, is understood to have several financial obligations outstanding on the same account. AVA reportedly spent $3.5 million on advertising so far this year, most of it in radio and TV.

Schwimmer and Scott is understood to have tried to get insurance coverage against possible loss when it first took the account. Even if a company had agreed to issuing a policy, annual premiums would have been exorbitant, at the rate of $4,000 per $125,000 coverage.

Mr. Scott says the account is merely inactive and he has not dropped it. He will continue to handle it if new financing is effected, he said. Three persons working on AVA in the radio and television department were laid off last week, and another three are expected to be given notice. Frank Miller, formerly of Counsellors who was hired as a vice president of S & S, resigned. Mr. Scott closed the Hollywood service office.

Stations owed less than $3,000 are being paid in cash immediately, Mr. Scott explained. It is estimated the company's overall indebtedness is about $500,000, with $290,000 to Schwimmer and Scott. American Vitamin is understood to have spent $500,000 this year in Chicago television alone, and at one time had more than 90 quarter-hour radio shows per week there. It also sponsored several radio and television packages syndicated by Walter Schwimmer Productions, Chicago.

Mr. Schwimmer, whose name is in that of the agency even though he takes no active part in it, announced officially last Tuesday that the equal partnership with Jack Scott was dissolved four years ago, although no public announcement of that fact was made at the time. He has since devoted all his time to his own company.

One of the major reasons American Vitamin got into deeper financial difficulties was unexpectedly enthusiastic response to a special offer made a fortnight ago on KLAC-TV and KTLA Los Angeles. The company offered viewers a coupon for a $3.49 bottle of Thyavals free for application toward purchase of a $5.95 bottle. AVA received 700,000 requests for coupons from KTLA and more than 320,000 from KLAC-TV, the stations reported.

The plan called for the druggist to buy a quantity of the $3.49 size Thyavals for $1.75 each, with the promise that AVA would redeem coupons from the druggist at $2.25 each. At the same time the druggist bought the $3.49 size, he bought half of that quantity in the $5.95 size.

Estimate in Error

Sample tests before the offer convinced AVA that half the customers would apply the coupon on purchase of the larger size, paying the price difference. The company believed it would "break even" if only half of the coupons were used to apply on the larger bottle, apparently figuring the additional cash would pay for the cost of the merchandise of the larger bottle and the share of the smaller bottles redeemed free.

The estimate apparently was wrong, as nowhere near the expected 50% applied the coupon on purchase of the larger bottle.

AD OUTLOOK

Volume to Increase, Gamble Predicts

VOLUME of advertising will continue to rise, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told Pacific Coast members Thursday at the annual Pacific Coast Council meeting at Coronado, Calif. He based his prediction on the large volume of consumer goods still available, industry's tooling up for expansion, and companies' need to sell more goods in order to meet higher break-even points.

Mr. Gamble

Observing that supplies of consumer goods are greater than anticipated, Mr. Gamble reported that mid-year inventories stood at a figure representing nearly a fourth of the national income. "The best predictions we can get," he said, "seem to indicate no foreseeable shortage of soft goods and a continuing need to advertise them." A lower demand has been noticed, however, in some textile, shoe, carpet, and apparel consumption.

Pointing out that the picture may be different for hard goods, he said, "it seems to depend on when cuts in supplies of materials will balance the inventories that have been built up. The best guesses that I have been able to obtain indicate that this will not take place before some time next year, if then."

"Washington leaders," Mr. Gamble reported, "tell us that defense is to take a considerably larger bite—at the rate of $50 billion, compared with $14 billion last year. Our total production, however, is now well over $300 billion."

Business break-even points are still rising and increased taxes will levy an additional load, he said. "When a business is faced with a higher break-even point, it must either reduce costs or increase sales, and advertising can often help to attain both these objectives." A current ANA survey, he reminded his audience, shows that a gradually increasing percentage of company sales expenditures is being devoted to advertising effort.

"In view of the continued need for advertising," Mr. Gamble advised, "government should be careful to see that there is adequate and reasonable allowance for advertising in defense contracts and in computing ceiling prices. We have no reason to feel as yet that the government will be unfair or arbitrary in this respect, but we need to be sure that government understands advertising is the counterpart in distribution to the machine in production." (See story page ???.)

Brief Death

THERE was an interval when excess profits tax relief for the radio-TV broadcaster (see Congressional roundup, also B • T, Oct. 15, 1) was an incidental victim as the House last Tuesday turned thumbs down on the 1951 revenue conference report. But by Thursday, a new report was accepted by the Senate and by Friday the House voted its approval.

DRUG BILL

Ready for Truman OK

A THREAT to millions of dollars in drug advertising revenue was removed at the Congressional level last week as the Senate cleared a drug prescription bill for Presidential signature.

Thus, early fears that across-the-counter drug sales would be hampered and that certain products might be forced off the market evaporated in the face of organized resistance from manufacturers.

The Senate approved a measure (HR 3298) which, as originally drafted, would have empowered the Food & Drug Administration to list drugs salable only on prescription. As passed by the lower chamber this summer, the legislation preserved for manufacturers the right to define so-called Rx drugs [B • T, Aug. 6].

The initial proposal portended an adverse effect on current advertising practices inasmuch as drug manufacturers have been among the top network advertisers in recent years. It would have vested in the Federal Security Administration the duty of citing prescription drugs without first calling a hearing and involved possible lengthy recourse to the courts in the long run.

The bill was offered as a "public health" measure with the objective of relieving druggists of certain responsibilities and defining others. Legislation amends Sec. 503 (b) of the 1938 Food, Drug and Cosmetic Law. It was co-sponsored by Sen. Hubert Humphrey (D-Minn.) and Rep. Carl Durham (D-N. C.) in each chamber.

Graham Elevated

D. GORDON GRAHAM, assistant program director of WCBS, CBS-owned New York station, has been named to new post of director of program production and public affairs, effective immediately. Mr. Graham has been with WCBS since 1943, having formerly served on the CBS network staff as an assistant director beginning in 1941.

FROM TUCSON to TV was covered by this quintet at the 16th District meeting at Los Angeles. (l to r) Lee Little, KTUC Tucson; Albert D. Johnson, KOY Phoenix; Howard L. Chernoff, KFMB-AM-TV San Diego; Mrs. John A. Kennedy and Capt. Kennedy, owners of KFMB-AM-TV.

GARLANDS for Mrs. Garland in Los Angeles attending the District 16 sessions. (l to r) Tom Sharp, KFSD San Diego; Charles H. Garland KOOL Phoenix; Mrs. Garland; Cal Smith, KFAC Los Angeles, district director; and William J. Beaton, KWKW Pasadena.

* * *

MEXICAN TV CHANNELS

Dist. 16 Asks Gov't. to Delay Action

RESOLUTION petitioning the U. S. government to withhold final action on any interchanges of television channels with Mexico until there has been "full and free hearing" following appropriate public notice, was adopted unanimously by the 16th District NARTB meeting at Los Angeles last Tuesday.

Taking cognizance of official reports [B • T, Sept. 3] that an understanding had been reached on border TV station assignments, the resolution was offered by Charles Salik, KCBQ San Diego, after a discussion of possible inequities that might result in allocations to U. S. cities close to the Mexican border.

FCC had proposed Channels 3, 8 and 10 in the VHF bands and 21, 27 and 33 in the UHF bands for San Diego. In Mexicali, across the Southern California border, FCC had agreed to the assignment of Channels 7 and 9. Last September, the FCC revealed that it had agreed to assign Channel 3 to Mexicali instead of Channels 7 and 9. Channel 3 was deleted from the San Diego assignments, leaving that city with only two available VHF channels.

Delay of Action

The resolution petitioned the NARTB headquarters to request FCC and the State Dept. to withhold final action on frequency changes until appropriate notice and hearing. It contended the rights of U. S. citizens "might be jeopardized by such agreements when the requirements of the U. S. public are not taken into consideration."

Other resolutions adopted included:

● Opposition to President Truman's executive order on security regulations covering civilian agencies.

● Enactment of the identical protest adopted by the 17th District meeting in San Francisco the preceding week against the California State Crime Commission's prohibition of radio and television pickups of its public meetings.

● Opposition to the Benton Bill to create a National Citizens Advisory Board.

● Pledge of unqualified support to Civil Defense agencies during the national emergency.

● Resolutions of appreciation, commendation or thanks to NARTB, BMI, BAB and the military for their participation in the sessions, as well as commendation of the services of District Director Cal Smith, KFAC Los Angeles.

The resolutions committee comprised Lee Little, KTUC Tucson, chairman; Albert D. Johnson, KOY Phoenix; Gene De Young, KERO Bakersfield; L. C. McDowell, KFOX Long Beach.

More than 60 stations throughout the world are being supplied 63 hours per week of program service by Armed Forces Radio Service, headquartered in Hollywood, the district was told by Col. Mason Wright, head of the operations, and veteran Army public relations officer who served with Gen. Joseph Stillwell in China. Fifty general hospitals plus 800 naval vessels on the high seas are supplied with service, consuming about 50% of the operating time of the stations. Airlifted to these outlets are about 50,000 double-faced recordings a month.

In addition to the network shows recorded off-the-line, about 16½ hours per week of tailored programs are produced for the G. I., he said.

AFRS Contribution

Supplementing the transcribed service is the AFRS service over 11 transmitters of the State Dept. Voice of America, providing news every hour on the hour after 5 p.m. Sports are provided 33 hours per week. Besides the Army military audience, Col. Wright said, there is "an enormous eavesdropping audience" estimated at from 50 to 90 million.

Col. Wright said he wanted to pass an accolade to the industry. If it were not for these program contributions, the service provided overseas would not be possible, he said.

In a panel discussion on specialized station services Monday afternoon, it was developed that independent stations are doing well, generally, in the Los Angeles market by providing programs tailored for specialized audiences—despite the penetration of television in a seven-station TV market.

Presided over by Bill Beaton, KWKW Pasadena, the panel covered all modes of specialized programming.

Loyal King, KXLA Pasadena, said he learned the hard way, and wound up with a "cowboy music" station. He said KXLA, with its 50 kw, had "too big a whistle" for the Pasadena market, and as a consequence got into the mood style of programming. He said most surveys show that people vote for classical music, because it connotes culture, when they might actually prefer hillbilly. He criticized the "Hoopers" which show

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RECRUITING FUNDS

Shows to Be Dropped

MILITARY sponsorship of two national network programs — the *Frankie Laine Show* on CBS and *Game of the Week* on ABC—will be dropped next week as a result of Congressional criticism aimed at paid recruiting radio shows.

This was revealed last week following Senate approval of legislation designed to prohibit use of any Defense Dept. monies for recruiting advertising in all media [B • T, Oct. 15]. The proposal was signed by the President Thursday.

The Defense Dept. directed Grant Advertising Inc., which handles the Air Force and Army account, to terminate all advertising at dates entailing "the least cost to the government pending further review" of all recruiting advertising.

At the same time top-level department authorities reportedly requested an interpretation from Capitol Hill on how the Congressional rider would affect public service radio-TV and other campaigns planned for next spring.

Still smarting from the sting of criticism, defense officials also set in motion a study on recruiting methods of the various services designed to lay the groundwork for a re-evaluation of the 1951-52 advertising program.

Notice of cancellations on the two network programs, already underway, was placed before the respective networks by Grant Advertising, according to the agency's account executives for the Army and Air Force accounts. They said that the contracts for the programs contain two-week cancellation clauses, to be invoked from Oct. 13.

CBS Radio greeted the move with the following statement:

". . . We recognize that the armed services may choose to conduct their recruiting activities without the use of paid advertising. We believe, however, that should a return to the use of paid advertising later be deemed advisable, radio will again prove, as has been so consistently demonstrated in its uses by industry, that it is the most inexpensive and effective medium for reaching and impressing the entire American people."

The Laine show started on CBS Oct. 7 and was booked to run 39 weeks at a cost of $434,602. ABC's football *Game of the Week* was

(Continued on page 59)

LOCAL SELLING TIPS

Exchanged at District 16 Meeting

TIPS on how to get and hold business in highly competitive markets were revealed by station operators during an Oct. 16 panel discussion at NARTB District 16.

Reminding that "local sales are our livelihood," Gene De Young, general manager of KERO Bakersfield and panel moderator, advised broadcasters to sell radio "big" in the communities.

Pointing out that Bakersfield is a five station community, he said his approach to successful operation was to sell radio first and then his station.

"We sell big," he said. "As a result 99% of our advertisers are happy advertisers."

Mr. De Young advised broadcasters not to by-pass use of tailor-made transcribed shows. If cost is beyond budget of a single advertiser, he suggested that sponsors with a common interest be obtained. He illustrated this by relating how package expenses for a transcribed show was split up between three local competitive Plymouth dealers with successful results.

Secondary Reaction

He told broadcasters to give thought to secondary reaction a sponsor might have as a result of using a program wisely. To illustrate this, Mr. De Young related how a building and loan company, sponsoring a daily program on KERO as a public service, gives the middle commercial to the local medical association. As a result, doctors in the vicinity are financing their home buying and building through that firm rather than via local banks, he pointed out.

The announcer is the real salesman in putting over the sponsor's product, in opinion of Albert D. Johnson, manager of KOY Phoenix. He said there were two factors in selling and keeping the account sold.

"We go into the advertiser's problems, look and study the product to be sold," Mr. Johnson said. "And we take the announcer along too as part of the team so that he learns about the merchandise that is to be offered the public."

Mr. Johnson related the experience of a local Phoenix store that needed assistance to build up a men's suit department that was losing money.

"We took along a team which learned all about the suits to be sold," he said. "And our announcer told about them on a record program. Sales started to boom. They doubled within a year. Last December it tripled. We are now starting to sell that store's women's department."

It took the persuasive voice of of an announcer to sell automatic dish washers after local newspaper advertising failed to do the job, Mr. Johnson declared.

"The store never felt that radio had done a job," he said. "Two spot announcements per day, after two weeks, sold 20 of those washers and sales continued to mount. The advertiser is now convinced on the sales ability of radio."

Lee Little, general manager KTUC Tucson, in relating experiences told broadcasters that they should "personalize the show" and have the station salesmen and announcer study client's needs and problems if they intended to keep that advertiser happy and on the air. Know your local people, get acquainted with the buyer and the sales staff, he advised. Sears-Roebuck & Co., he said, has been sponsoring a 45-minute daily program on KTUC for the past two years, using World library service.

Success story of Franco Superior Bakery Co. (Donald Duck bread) was related by Charles S. Salik, president and general manager of KCBQ San Diego.

Utilizing two morning transcribed soap operas—*Linda's First Love* and *Mary Foster*—on that station as virtually its only advertising and over a seven months period, the firm had a net increase in business of roughly 18.5% per month. He quoted from a report by Aaron, Abbott, Anderson & Beck, local agency handling that account. And the effectiveness of the two daily programs was attributed for that increase in sales.

Mr. Salik told how the station promoted those programs with a well-integrated contest *Listen and Win* which increased close attention to the commercial messages.

Oscar's drive-in restaurants, by utilizing a nightly 1½ hour "personalized" recording program on KCBQ, increased its business 45% over a six months period, he said. In one week alone, more than 55,000 hamburgers were sold because the announcer "got into the home, making people hungry for hamburgers."

When a local credit clothing firm, which had used some newspaper space in the past, was crowded out of that medium because of rising rates, it turned to radio, according to John Merino, manager of KFSD San Diego. The firm started using an evening newscast on that station just a year ago, he said. Business has increased 48% and the firm attributes this to radio.

'WOIKING GOILS' of the West, attending the 14th District meeting at Salt Lake City [B • T, Oct. 15]: (seated, l to r) Florence M. Gardner, KTFI Twin Falls, Ida.; Mitzi Patterson, KMUR Murray, Utah; Lee Poe Hart, BAB; Donna Gasar, KOVO Provo; Beth Talbot, KSUB Cedar City, Utah. Standing: Clo B. James, KVRH Salida, Col.; Helen Ryan, KANA Anaconda, Mont.; Ruthe A. Fletcher, KSEI Pocatello, Ida.; Lee O'Brien, KIUP Durango, Colo.; Isabelle McClung, KVOR Colorado Springs, Colo.; Mildred U. Ernst, KWOR Worland, Wyo., KWRR Riverton, Wyo., KGOS Torrington, Wyo.; Jean Gitz, KRDO Colorado Springs.

HENNOCK FATE

Rests With Committee

AS CONGRESS heads toward adjournment, the fate of FCC Comr. Frieda B. Hennock's nomination to the federal bench in New York's southern district involves four alternatives to outright confirmation.

Two of them involved the White House. The four paths which the Senate Judiciary Committee could open by failing to recommend Senate confirmation are:

1. President Truman could withdraw the nomination before Congress ended business for the year.

2. The Chief Executive could nominate Miss Hennock for a recess appointment after Congressional adjournment.

However, the President took the steam out of one possibility at his news conference last Thursday, when he said he would not withdraw her nomination.

3. The committee could do nothing, thus casting doubt whether the nominee would be approved in the second session of Congress.

4. The committee could vote unfavorably thus killing all subsequent chances for Miss Hennock to don judicial robes.

There was no indication that Miss Hennock would ask to be heard by the committee.

Although the Washington air was rife with rumor that Mr. Truman might consider a recess appointment, it was reported that Miss Hennock had written a letter to the committee saying she would not accept such an appointment.

A recess appointment, it has been pointed out, would entail a risk for Miss Hennock, for if denied confirmation when Congress reconvenes, she would lose the bench and also her FCC post.

Hearings came to an unofficial close last Monday. Last witness to appear was Attorney General J. Howard McGrath, who testified in support at his own request.

Following his appearance before the committee, the Attorney General deferred comment.

Last full day for witnesses to appear on behalf of the nomination was Saturday, Oct. 13. Testifying were: Emil K. Ellis, chairman, board of trustees, Federal Bar Assn. of New York, New Jersey and Connecticut; Mrs. Pauline Malter James, secretary, New York City Planning Commission; Louis Posner, former chairman, New York Mortgage Commission, and Frank K. Karelsen Jr., Robert Darum, Claude Hope, Sidney Krause and Morris Butcher, attorneys.

It was reported that witnesses after leaving the hearing room Saturday complained of a "whispering campaign" being conducted against Miss Hennock. They said investigation by opposing bar groups was not thorough.

There also was a report that witnesses were called upon to comment on a letter from Chief Judge John C. Knox of the United States District Court, Southern Division (court to which she has been nominated) which questioned her qualifications.

Column by Drew Pearson, syndicated news columnist, purporting to contain data given in closed testimony before the Judiciary committee, was published Oct. 4 by some subscribing papers.

IN REVIEW . . .

TO JUDGE by his Oct. 16 CBS Television performance, Frank Sinatra has decided the best way to compete with Milton Berle, who is opposite him on NBC-TV, is to fight fire with fire.

The decision might have been wise were it not for the handicap that Mr. Sinatra himself is no more than a wisp of smoke and the comedian he imported to assist him, Jackie Gleason, would find it hard to touch off a spark with a dynamite cap and a sledge hammer.

Mr. Sinatra's second round against Mr. Berle de-emphasized

Program: Frank Sinatra Show, CBS-TV, Tuesday, 8-9 p.m.
Approx. cost: $41,500.
Sponsor: Ekco Products Corp. (first 15 minutes).
Agency: Earle Ludgin & Co., Chicago.
Cast: Frank Sinatra, Jackie Gleason, Anne Jeffreys, Jack Stanton and Betty Luster.
Producer: Max Gordon.
Director: Jack Donohue.
Musical director: Axel Stordahl.
Writers: Al Schwartz, Howard Snyder, Hugh Wedlock and Arnold Auerbach.

his singing and featured him and Mr. Gleason as comics in a series of bits not unlike the sort of thing that has been happening every Tuesday evening over on NBC-TV for years.

One scene aboard a Pullman car had Messrs. Sinatra and Gleason dressed in night caps and pajamas. Sample gag:

Mr. Gleason: How do you like my sleeping bag? I bought it at Brooks Brothers.

Mr. Sinatra: It looks like the brothers were still in it.

This type of joke is endemic to the Berle show. It should not be borrowed by Mr. Sinatra unless he wishes to become a pallid version of his competition.

Possibly half the gags delivered by Mr. Gleason on the show dealt with Mr. Sinatra's physical condition which is, to be optimistic, alarming. It is plain that he has been strained by his recent life off-screen.

It seemed to this reviewer that Mr. Sinatra is thinner than he used to be, a condition that should be of interest to the American Medical Assn. He is also more listless, which is to say he is approaching an almost inanimate state. His voice, which was never a robust instrument, has suffered.

The therapy this reviewer advocates for Mr. Sinatra—if he hopes to last out the season and establish his show—is a steak, a night's sleep and a production that does not try to overcome the opposition by imitation.

* * *

MILTON BERLE, apparently convinced that his television formula will withstand the ravages of time and Frank Sinatra, gave a performance last Tuesday on NBC-TV that was indistinguishable from all the others he has put on in the past three years.

Mr. Berle was master of ceremonies, comedian, dancer, singer, actor and curtain puller. Others, including Rosemary Clooney, Edward Arnold, Tony Bennett, the Mills Brothers and Arnold Stang appeared—but seldom outside the presence of Mr. Berle.

Program: Texaco Star Theatre. NBC-TV, Tuesday, 8-9 p.m.
Approx. cost: $45,000.
Sponsor: Texas Co.
Agency: Kudner Inc.
Cast: Milton Berle, Rosemary Clooney, the Mills Brothers, Edward Arnold, Jimmy McHugh, Tony Bennett, Condos & Brandow, Mary Beth Hughes, Arnold Stang, Sid Stone.
Musical Director: Allen Roth.

The first bit on the Oct. 16 show was a Buck Rogers affair featuring Mr. Berle as the first man to land on Mars, an arrival that so unsettled the Martian king (Mr. Arnold) that he forgot his lines.

Mr. Berle's second number was a take-off on the "Four Musketeers." (Mr. Berle, who hates to leave well enough alone, added the fourth to accommodate himself since the traditional number of roles was already filled by three child dancers.)

The program did not pass without another Berle standby, a nostalgic medley of music by a composer appearing on the show, in this case Jimmy McHugh.

The thing that sets Mr. Berle's show apart from others of the same variety type is, of course, Mr. Berle. He has spent a lifetime in perpetual fear of being ignored, and there is no sign this trauma is abating.

Barring physical collapse, which seems unlikely, Mr. Berle probably can go on overwhelming audiences for years by the sheer exuberance of his performances.

Sid Stone, the pitchman, is not as imperishable a character as Mr. Berle. One cannot avoid the impression that Mr. Stone's act is wearing thin. Over the years Mr. Stone has acquired more and more the nature of a comedian and less and less the function of a pitchman for Texaco.

Perhaps it would be well if he cut out the comedy, which is becoming strained, and confined himself to a straight pitchman's pitch.

* * *

DANNY THOMAS returned to television and the NBC-TV *All-Star Revue* Oct. 13 to star in a program featuring regulars Kay Starr and Bunny Lewbell and guests stars Milton Berle and Barry Gray. But for all the guests and featured performers, this was, as always, Danny Thomas' show, which is really not quite so good as that sounds.

Danny Thomas is a man of substantial comic talent with two supplementary characteristics which do much to obscure that fact. First, and most conspicuous, he possesses a magnetic instinct for the tasteless. Second, he treats himself as though he were dead. He speaks affectionately of himself as if he were already a legend.

But as to taste. On last week's show—and the example is more typical than you'd care to believe—Mr. Thomas spent the climax of his program playing for comedy the role of a Middle Eastern revolutionary balladeer, singing a minor love dirge while ostensibly swinging by his neck from the gallows.

What is depressing is that Mr. Thomas seems to be proud of such moments on his show. Somehow,

Program: All-Star Revue. NBC-TV, Saturday.
Sponsors & Agencies: Pet Milk Co.—Gardner Adv. Co.; Snowcrop Marketers — Maxon Inc.; Kellogg Co., Kenyon & Eckhardt.
Cast: Danny Thomas; Kay Starr; Bunny Lewbell; "The Hurricanes," adagio team, and "Lola & Lita," jugglers.
Producer: Leo Morgan.
Director: Ezra Stone.
Camera Director: Sid Smith.
Writers: Bob Schiller, Phil Sharp and Aaron Ruben.
Musical Director: Lou Bring.
Supervisor of Production: Pete Barnum.

one suspects, he discerns them as a new departure, while oblivious to the fact that what he is departing from is good taste.

The same quality in less sanguinary but equally embarrassing degree is manifest in the living-legend idea. Mr. Thomas appears convinced he has fathered an extraordinary past and nothing about that past is too trivial to impose upon his audience. In a curious way there is even an element of self-pity in these recitals, sometimes mistaken for modesty.

If these criticisms seem too harsh, it should be noted they are directed not at his talent but at the cluttering nonsense that threatens the growth of that talent.

When Mr. Thomas does a burlesque of Milton Berle, as he did on this show, he is excellent. In his portrayal of the immigrant Italian father of a hyper-Americanized 9-year-old daughter, he is fine (although we'd like to get the reaction of other Italian immigrant fathers before firmly clearing this one for taste). When he sings, he sings well.

He is a performer who gets more out of a line than a writer puts into it, which is about the nicest thing you can say about a comic. In short, he's a better man than he knows.

As for the rest of the Oct. 13 show, the integrated Pet Milk commercial was, as always, quite good; Kay Starr was in fine shape, physically and vocally; and Bunny Lewbell was again that rarity, a child actress who underplays.

The program also featured a surprisingly subdued Milton Berle who stripped to his underwear only once, and that only the top portion.

The other name guest, Barry Gray, a man who talks in restaurants for a living and now also moderates on NBC—well, what one saw of him was nice, but what one saw of him was the back of his suit; which is to say that most of his scenes were played with Mr. Berle, a man who knows where upstage is.

SECURITY ORDER

Modification Seen as Criticism Mounts

WASHINGTON newsmen sense danger of misguided censorship in President Truman's recent executive order imposing military security on all government agencies [B • T, Oct. 15, 8, 1,], judging by consensus of observations during an open forum conducted Tuesday by the Washington Professional Chapter of Sigma Delta Chi, journalistic fraternity.

Correspondents familiar with the Washington beat took part in the forum, with Howard L. Kany, Associated Press radio representative in Washington, presiding as president of the chapter. James E. Warner, New York *Herald Tribune*, co-arranged the forum with Mr. Kany.

Within 24 hours, the Chief Executive advised the AP Managing Editors Assn. that he would not hesitate to change the directive in the face of constructive suggestions so long as basic security safeguards are preserved.

A group of newspaper executives called on Mr. Truman with a copy of a resolution, adopted at its San Francisco convention, branding the directive "a dangerous instrument of news suppression."

Truman Defends Order

Mr. Truman told the delegation, headed by Herbert F. Corn, managing editor of Washington *Evening Star* (WMAL-AM-FM-TV), he felt the order is basically a good one but that he is open to suggestions. The editors felt the order should be rescinded and urged AP members to exercise vigilance at the local level "in resisting efforts at intimidation."

At the Sigma Delta Chi session panel members presented their views and the subject was thrown open for floor discussion. Journalism students from Maryland U., American U., and George Washington U. were guests of the fraternity. The forum was held in the National Press Club auditorium.

Northcutt Ely, attorney who served in the Interior Dept. during the Hoover administration, moderated the discussion.

Wallace R. Duell, of the St. Louis *Post-Dispatch*, experienced foreign correspondent and wartime officer in Office of Strategic Services, feared the executive order might cut down the flow of news due to qualms on the part of security officers. A natural development, he predicted, would be growth in the technique of obtaining news leaks.

CAPITAL newsmen took part in forum on President's security order. Panel members (l to r): Yates McDaniel, AP; Wallace R. Duell, St. Louis *Post-Dispatch*; Sen. Blair Moody (D-Mich.); Howard L. Kany, AP radio representative in Washington and president of Sigma Delta Chi professional chapter; Tony Leviero, *New York Times*; Warren B. Francis, Los Angeles Times; Northcutt Ely, attorney, panel moderator.

* * *

Mr. Duell was one of a number of correspondents who felt the natural reaction of security officers would be to play safe by overclassification.

Sen. Blair Moody (D-Mich.), a former correspondent, said the President's order is "too vague." He previously had suggested to Presidential Secretary Joseph Short that the problem be referred to a committee of top-flight Washington correspondents. Sen. Moody regretted the hysteria that has grown out of the order since all parties involved are anxious to protect vital military secrets.

News Vacuum Feared

Yates McDaniel, AP Pentagon correspondent, feared a vacuum of honest, unbiased news which might be filled in by propaganda. He pointed out there are no security standards under the order and no channel for appeals. Violations aren't likely if the rules are known, he suggested, but said security officers will be tempted to withhold news that might embarrass them or their bosses.

Warren B. Francis, *Los Angeles Times* correspondent, said many newsmen object to the theory that the government knows best what the people ought to know. The President's order might deprive the public of data on availability of oil during the winter, he suggested, when such facts are needed so people will know what to do about heating homes and operating autos.

Tony Leviero, *New York Times*, spoke in favor of the President's security order but said radio and the press must see that it is not abused. He regretted the hysteria it had aroused because of political reaction. Government officers must be ready to justify classification, he said, possibly before a Congressional committee. He urged regular reviewing of classified material and asked media to attack those who abuse the security order rather than the order itself. He was confident Washington correspondents will still get the news.

Around Washington and the country a new deluge of criticism broke out last week as possible impact of the security order continued to draw wide attention.

President Robert McLean of the Associated Press, also publisher of the *Philadelphia Bulletin*, called the order "a creeping censorship of a kind never before established in this country in time of peace or even in time of war." Mr. McLean addressed Pennsylvania Week festivities sponsored Monday by the Philadelphia Chamber of Commerce. He was honored by the chamber as the Pennsylvanian "who did most for his industry" in 1950.

Ralph McGill, editor of the *Atlanta Constitution* (WSB-AM-FM-TV), told Boston newspaper executives that the order delegates to "literally thousands of public officials . . . the power to act as if they actually were guarding security secrets, and to withhold from the public anything the agency chooses to hide."

Wiley Statement

Sen. Alexander Wiley (R-Wis.) argued in a statement placed in the *Congressional Record* that the President "erred in his action" and that it violates freedom of information, laying "the basis for a tremendous cover-up of official blunders, errors of commission and omission by defense and non-defense agencies." He recalled how newspapers abided by Office of Censorship directives during the war but said no case has been made currently "for a closing down of America's basic freedoms" because of the Korean conflict.

Inland Daily Press Assn. at its Chicago meeting last Monday, like NARTB western district meetings, adopted a stiff stand against the Truman order, calling it "a serious and unwarranted interference with the free flow of information to the people. The association, speaking for 448 daily newspapers, approved a resolution offered by Edward E. Lindsay, editor of the *Decatur* (Ill.) *Herald & Review*, pledging "continued efforts toward reopening all sources of information about government, except those directly related to national defense." The resolution stated the association believes "all the liberties of a free, democratic people rest upon the people's right to know about the activities of those by whom they are governed."

Berle-Sinatra Boxscore

FOLLOWUP Trendex rating of the Frank Sinatra-Milton Berle contest for Tuesday night audiences showed the singer gaining another three points with his second show of the season, CBS-TV reported last week. Results, based on ten cities with three or more stations, increased *The Frank Sinatra Show* from 13.4 to 16.1 while the comedian's rating dropped from 45.4 to 42.2.

BMI ELECTION

Haverlin, Others Re-Named

OFFICERS and the board of directors for Broadcast Music Inc., headed by Carl Haverlin as president, were re-elected at a stockholders' meeting held in New York Tuesday.

Only change in office was Alexander D. Nicol's being named comptroller of Associated Music Publishers Inc., wholly owned BMI subsidiary. Mr. Nicol also retains his position as BMI comptroller.

Officers re-elected are Mr. Haverlin; Sydney M. Kaye, vice president and general counsel; Robert J. Burton, vice president in charge of publisher relations and assistant secretary; Jean Geiringer, vice president in charge of foreign relations; Ralph L. Harlow, vice president in charge of station services; Harry P. Somerville, vice president in charge of non-radio licensing; Charles A. Wall, vice president in charge of finance and treasurer; Merritt E. Tompkins, secretary; Mr. Nicol, comptroller; and Charles E. Lawrence, assistant treasurer.

Board of directors is headed by Justin Miller, chairman, and Mr. Kaye, vice chairman.

More than 60,000 of a possible 70,000 votes were represented in the balloting.

Stringent TV Code

(Continued from page 23)

bers took up discussions that had started the night before in hotel rooms and corridors. Some voiced resentment that NARTB's code writers had refused to let them get even a peek at the document before they entered the room.

Others said they didn't want to make quick decisions affecting the entire future of their heavy station and network investments and possibly hamstring their properties with a set of milk-toast restrictions that would stifle the creative urge on which TV's future depends.

An intensive promotion drive is planned on behalf of the Seal of Approval with the thought that no TV station will care to operate without displaying this industry label.

The 28-page document goes into great detail to explain the TV broadcaster's duty to offer clean, wholesome and entertaining program material. It is based on the premise that the TV broadcaster is responsible for the programming of his station.

One page of the overall document is devoted to a list of words that are not approved, ranging from "bat" to "whore." The touchy subject of cleavage is covered, along with sex, dope addiction and similar material that would be offensive to family viewers. There is a tut-tut reference to "traveling salesmen and farmer's daughter jokes."

These provisions are built around the good-taste and decency theme. They were originally written into the code itself but later given a supplemental status.

Just as a reminder, the code's preamble lets businessmen know that they, too, have a responsibility to bring the best programs into American homes as they try to create a favorable attitude on the part of the viewing audience.

And finally, the code reminds parents they should "see to it that out of the richness of television fare, the best programs are brought to the attention of their children."

Telecasters themselves are reminded they must be choosy in admitting advertisers to their facilities as well as careful to require truth and consideration in commercial messages and production claims.

Advertising provisions of the code are stated for the most part in affirmative language. The term "not acceptable" is used in the case of material and practices not coming within the code's approved principles.

The time provisions follow closely those of the radio Standards of Practice, ranging from 2½ minutes of advertising copy in a Class A quarter-hour, to three minutes for other times. The advertising allowance is somewhat less in the case of news telecasts but relaxed considerably for shoppers and wommen's programs.

Many stations will be forced to undergo some swift and radical rescheduling of commercial accounts, it appeared, if they are to come within the code. Only three one-minute announcements should be allowed in participation and similar programs, according to the code.

Spotting Explained

Specific language is not used in respect to double, triple and even quadruple spotting but the code carefully points out that a proportion of one minute of commercial to each five-minute period should apply generally.

The Seal of Approval and code review board introduced a new concept into NARTB practices, the radio standards having no such penal and enforcement provisions.

Code writers, it was apparent, felt the radio standards are weak in this respect and therefore ignored by some broadcasters.

The review board is not a final tribunal, but rather a monitoring agency reporting directly to the NARTB TV board, which makes any major decision.

Jobs of the review board include promotion of the code; constant contact with Congress, FCC and other federal agencies; policing of stations and programs; handling of complaints, including preferring of charges and participation in hearings before the full TV board; general review of TV programming.

On a two-thirds vote of the TV board, the Seal of Approval may be revoked. This decision is final, with no provision for appeal.

"The code is a business-like effort to improve TV programming in all its aspects," Mr. Swezey said. "This is one of the most influential media ever developed. In time it will be seen and heard in every American home. We intend that its influence shall be for the good of the people who comprise its audience."

The code contains sections covering advancement of education and culture; acceptability of program material; responsibility toward children; decency and decorum in production; community responsibility; treatment of news and public events; public events; controversial public issues; political telecasts; religious programs; presentation of advertising; acceptability of advertisers and products; medical products, premiums and offers; time standards for advertising copy; dramatized appeals and advertising; sponsor identification; regulations and procedures; code review board.

Committee Members

On the code-writing committee besides Mr. Swezey, were Harry Bannister, WWJ-TV Detroit; James L. Caddigan, DuMont; Walter J. Damm, WTMJ-TV Milwaukee; Clair R. McCollough, WGAL-TV Lancaster; James C. Hanrahan, WEWS (TV) Cleveland; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; J. Leonard Reinsch, WSB-TV Atlanta; Henry W. Slavick, WMCT (TV) Memphis; Davidson Taylor, NBC; Donald W. Thornburgh, WCAU-TV Philadelphia.

Attending the Friday discussions for NARTB headquarters were Harold E. Fellows, president; Justin Miller, chairman of the board; Thad Brown, director of NARTB television organization; Robert K. Richards, public affairs director; C. E. Arney Jr., secretary-treasurer; Ella Nelson, Mr. Arney's secretary; Bette Doolittle, assistant to Mr. Brown.

FM CONTRACT for MBS football Game of The Week signed with WASH (FM) Washington by Edgar Morris Sales Co., newly appointed Hallicrafters distributor in nation's capital. Signing pact is Edgar Morris, president of sponsor. Others in photo (l to r): J. R. Keppler, Edgar Morris Sales Co. sales manager; Hudson Eldridge, WASH sales manager; Everett L. Dillard, WASH manager.

ATTACKS LAMB

Rep. Hall Complaint Requests Hearing

REP. LEONARD W. HALL (R-N.Y.) last Thursday urged a Congressional committee to ask FCC to hold back approval for purchase of WHOO-AM-FM Orlando, Fla., by Edward Lamb, Toledo attorney and broadcaster [B • T, Oct. 15].

He also asked that the House Interstate & Foreign Commerce Committee consider "an inquiry into Mr. Lamb's activities both past and present."

WHOO-AM-FM was purchased by Mr. Lamb for $200,000 subject to FCC approval (as of last Thursday application for approval had not been filed with the Commission). Mr. Lamb acquires the property from Martin Anderson, publisher of the *Orlando Sentinel-Star*.

Mr. Lamb is owner of WTOD Toledo and WTRT (FM) Toledo and two TV stations, WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio. With the purchase of the Orlando outlet, Mr. Lamb also takes over WHOO's TV application.

Rep. Hall's requests were made in a letter to Committee Chairman Robert Crosser (D-Ohio). The New Yorker is a member of Commerce committee and also served on the celebrated Special House Committee to Investigate the FCC (Harness Committee) in the 80th Congress.

Rep. Hall said the Harness Committee "devoted 5½ pages of its final report to the House to publication of Mr. Lamb's record . . ."

Noting that he signed this report, Rep. Hall said:

"Congress interested itself in Mr. Lamb's record because Mr. Lamb, within the space of two weeks in 1948 received five operating licenses from the FCC. Congress considered it a proper matter to inquire into the communist associations of a man who would control the airwaves of five outlets under government license."

Rep. Hall suggested the committee consider the "advisability" of asking FCC to withhold approval of the purchase "until this committee has had time to conduct its inquiry." Rep. Hall told BROADCASTING • TELECASTING he planned to ask Rep Crosser to call FCC informally before the committee to talk over the Lamb purchase.

Portion of Rep. Hall's letter which cites an alleged "record in part" purported to be Mr. Lamb's, follows from text:

Mr. Lamb was executive vice president of International Labor Defense; he was vice chairman of American Committee for Protection of the Foreign Born; he was a member of the executive committee of the National Federation for Constitutional Liberties. All three of these organizations have been cited in the Attorney General's list, and have been cited by the House Committe on Un-American Activities.

Mr. Lamb was an executive vice president of the National Lawyers Guild which has tried to undermine the FBI; he was a member of the National Committee of the International Juridicial Assn.; he was a sponsor of the Civil Rights Congress. All three of these organizations have been cited by the House Committee on Un-American Activities.

Mr. Lamb was signer of a telegram addressed to the President in 1940 and sent by the Emergency Peace Mobilization condemning military conscription as un-American; he was signer of the call for the International Action Conference for Civil Rights; he was a signer to a statement addressed to the President of the United States on March 5, 1941, defending the Communist Party; he was a signer of the open letter for closer cooperation with the Soviet Union in September 1939. Mr. Lamb was twice the author of articles appearing in the magazine of the Friends of the Soviet Union; he was the signer of a letter to President Roosevelt protesting attacks on the veterans of the Abraham Lincoln Brigade and condemning the "war hysteria being whipped up by the Roosevelt Administration."

Mr. Lamb acted as counsel for Mrs. Sarah V. Montgomery when she was a witness before the Special Committee on Un-American Activities, and he stated at that time that he was an attorney for the American Peace Mobilization; he was an attorney for Alex Balint, a witness called before the Committee on Un-American Activities, who was a communist later ordered deported. Mr. Lamb is also the author of a book called "The Planned Economy in Soviet Russia."

The record cited above dates from 1934 into 1948.

Mr. Lamb has been mentioned favorably on numerous occasions by the "Daily Worker" and by "New Masses." The records of the Special Committee on Un-American Activities list 21 citations involving Mr. Lamb's name.

'LORAIN JOURNAL' CASE

SCOTUS Hears

THE CASE of the *Lorain Journal* probably will be decided on narrow legal grounds—but the Supreme Court decision will have real meaning for every radio station that ever ran afoul of a competing local newspaper.

The Supreme Court heard the case last Wednesday. A decision may be rendered in 30-60 days.

Technically, the question before the Supreme Court is the constitutionality of the U. S. District Court finding that the *Lorain Journal* was guilty of monopoly in refusing to accept advertising from Lorain merchants who advertised on Elyria station WEOL.

The *Lorain Journal* and its publishers, Samuel A. and Isadore Horvitz, were found guilty of that charge by the U. S. District Court in Cleveland last January [B • T, Jan. 8].

The case made by the *Lorain Journal's* counsel, William E. Leahy, before the Supreme Court was that neither the newspaper nor the radio station is in interstate commerce [B • T, Oct. 1].

Has Protection Right

He also argued that the newspaper has a perfect right to protect itself by the means for which it was found guilty in the "economic struggle" with a competitor.

The radio station sought and received an FCC license for a purely local operation, Mr. Leahy said. Even though its signals can be heard in other states, its service is rendered only to northern Ohio, he emphasized.

Most Washington radio attorneys are skeptical of this approach. They say that the Supreme Court innumerable times in the past decade has found that radio stations are engaged in interstate commerce.

Both the *Lorain Journal* and WEOL are engaged in interstate commerce and therefore come under the Sherman Act, U. S. Solicitor General Philip B. Perlman argued.

The newspaper buys its newsprint from outside the state, gets news from such wire services as AP, UP and INS, all outside the state, takes national advertising, etc., Mr. Perlman claimed.

The station is heard over state borders, he continued, buys its transcriptions and records from Hollywood and reports news of sporting events from outside the state.

Present at the Oct. 17 oral argument were all Justices except Associate Justice Sherman Minton.

Justice Tom C. Clark was present at the opening of the session, but absented himself during this case. He was Attorney General when the Dept. of Justice undertook the prosecution.

All the Justices evinced a great interest in the case. Their reactions ranged from Justice Hugo L. Black's angry, "Can you think of any better way that the newspaper could take to suppress the radio station?" to Justice Stanley F. Reed's analytical probing to determine whether a news monopoly existed in Lorain before the station went on the air.

WEOL was established in 1948 in Elyria, eight miles south of Lorain, which is on Lake Erie. It operates on 930 kc with 1 kw and is owned by Roy Ammel, also owner of the local, independent telephone company.

Back in 1946 the *Lorain Journal* applied for AM-FM stations in Lorain and also in neighboring Mansfield, where the same publishers own the *Mansfield Journal*. FCC turned down all four applications on the grounds the publishers were unqualified to be a licensee due to their boycott practices in both cities. The *Journal* appealed the case, but FCC was upheld by the U. S. Court of Appeals in 1950.

The Dept. of Justice has a suit pending against the *Mansfield Journal* charging anti-trust violations for the same practices found in Lorain.

Other highlights at the oral arguments were:

- WEOL had an income of $175,000 in 1949—its first full year of operation. (It has filed a civil suit against the *Lorain Journal* for $300,000 damages due to the newspaper's boycott, it was learned. If the Supreme Court upholds the *Journal's* conviction, the station stands to collect treble damages—more than $900,000.)
- *Lorain Journal* grosses about $1 million a year.
- About 30-40 advertisers were affected by the *Journal's* policy of refusing to accept advertisements from merchants who used WEOL.

Ziv Names Carpenter

FREDERIC W. ZIV Co., producers of transcribed-syndicated radio shows, has appointed Kenneth Carpenter as sales representative for Chicago, it was announced Thursday. Associated for the past year with the Vogue-Wright Co., TV film producers in Chicago, Mr. Carpenter previously was manager of the Bolling Co., station representatives. His business background includes 11 years with NBC, the last eight of which were as sales manager of the midwestern division.

SELL LOCAL RADIO

Richards Tells NCAB

A PLAN for "selling radio to listeners" at the small station community level was suggested to the North Carolina Assn. of Broadcasters, meeting in Asheville, N. C., last week.

The technique was outlined to delegates by Robert K. Richards, NARTB public affairs director, in an address on the value of local news coverage in whetting community interest in local station operation. Mr. Richards has been stressing such coverage in talks the past year.

Under the plan, all staff members of small stations are urged to contact at least 10 listeners a day on their program preferences, reactions to station operation and other facets bearing on the relationship of radio to the community. Members report their findings to station managers, who in turn send out letters to listeners contacted touching on their views.

Two-day sessions were held at Asheville's Battery Park Hotel. About 80 association members attended the meeting, with Mr. Richards addressing a luncheon session Thursday. His subject was "Selling Radio to Listeners."

HERE's one station executive who is not out of place when he steps out on a college football field in an official's uniform. Lloyd Yoder, general manager of KNBC San Francisco, who has been signed for six Pacific Coast Conference games this season, officiated at the Santa Clara-Loyola U. game in San Francisco Oct. 14. A former All-American guard with Carnegie Tech, Mr. Yoder was an official for the Rocky Mountain Conference for several years while station manager at KOA Denver.

Dan Russell Named

DAN RUSSELL, KFWB Hollywood production director, has been named to head the radio-TV branch of Young & Rubicam in Mexico City effective Nov. 1. During 20 years in radio Mr. Russell was head of the Latin American Dept. at NBC, later with CBS as production head of its International Div. and later KFMV (FM) Hollywood production director. He joined KFWB last January.

L. M. Milbourne

LEWIS MORRIS MILBOURNE, 82, retired radio executive and father of L. Waters Milbourne, president of WCAO-AM-FM Baltimore, died last Tuesday in Baltimore. The late Mr. Milbourne was president of WCAO from 1932 and continued in that capacity until his retirement last February. In addition, he was a former state senator from Somerset County, Md., and state auditor for seven years.

BENTON UNDETERRED

On Board Plan

WHILE there was every indication that the FCC "majority" comment on the proposal to create a National Citizens Advisory Board had dented acceptance prospects for Sen. William Benton's (D-Conn.) plan, there was no sign last week that the Senator has thrown in the towel.

Questioned about the FCC letter, received a fortnight ago by the Senate Interstate & Foreign Commerce Committee [B • T, Oct. 15], John Howe, Sen. Benton's aide, asserted the Senator did not see his plan in the same light as the majority of the Commissioners. The Commission majority had warned of censorship dangers involved (see editorial, page 52).

Mr. Howe told BROADCASTING • TELECASTING that most likely Sen. Benton would answer the FCC letter in "subsequent testimony" at which time the Senator would go into the issue at "greater length."

However, there did not appear to be any inclination on the part of the Senate Commerce Committee to proceed in the forseeable future with its study of the Benton legislation (S 1579 and S J Res 76) to set up the advisory board.

Since bills introduced in the first session of Congress do not die in the second session, the Benton Plan will still be very much alive next January, it was pointed out. However, the FCC comment, including the dissent voiced by Chairman Coy and Comr. Paul A. Walker, will be included as part of the committee hearing record.

Meanwhile, Sen. Alexander Wiley (R-Wis.), who has been watching developments in the broadcast field with increasing interest during the first session of the 82d Congress, inserted a lengthy statement in the *Congressional Record* last week on TV's part in visual education.

Points made were that the 1952 election could hinge on the use candidates make of television and motion pictures, that under an enemy attack Congress could conduct its proceedings via a TV hookup, and that the Joint Recording Facility, under Robert Coar's supervision, has produced between 30-35 TV films showing legislators describing current events (length from 2-to-9 minutes).

Text of Code Okayed in Chicago

(Continued from page 23)

methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

a)(i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

[This entire section following will be amended to become a part of an addenda to the main code rather than part of the code itself.]

(ii) No approval shall be given to the use of words and phrases including, but not limited to, the following: Alley cat (applied to a woman); bat or broad (applied to a woman); Bronx cheer (the sound); chippie; cocotte; God, Lord, Jesus, Christ (unless used reverently); cripes; fanny; fairy (in a vulgar sense); finger (the); fire, cries of; Gawd; goose (in a vulgar sense); "hold your hat" or "hats"; hot (applied to a woman); "in your hat"; Madam (relating to prostitution); nance; nerts; nuts (except when meaning crazy); pansy; razzberry (the sound); slut (applied to a woman); S.O.B.; son-of-a; tart; toilet gage; tom cat (applied to a man); traveling salesman and farmer's daughter jokes; whore; damn; hell (excepting when the use of said last two words shall be essential and required for portrayal, in proper historical context, of any scene or dialogue based upon historical fact or folklore, or for the presentation in proper literary context of a Biblical, or other religious quotation, or a quotation from a literary work provided that no such use shall be permitted which is intrinsically objectionable or offends good taste.)

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience contrary to any provision of the law by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests, page 18).

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) [deleted.]

h) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

i) The illegal administration of illegal drugs will not be displayed.

j) The use of liquor in American life when not required by the plot or for proper characterization will not be shown (subject to revision).

k) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor would be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with federal, state and local laws, and should concentrate on the subject as a public sporting event.

l) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

m) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are not acceptable; when required by a plot or the theme of a program, the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

n) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

o) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

p) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

q) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

r) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

s) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

t) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissable.

u) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

v) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

w) Suicide as an acceptable solution for human problems is prohibited.

x) The exposition of sex crimes will be avoided.

y) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. [deleted].

4. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

5. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

6. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

NEWS

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance placement and presentation of advertising in news programs so that such advertising shall be clearly distinguishable from the news content. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

PUBLIC EVENTS

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenery.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

CONTROVERSIAL PUBLIC ISSUES

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a. Requests of individuals, groups or organizations for time to discuss their views on controversial public issues should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

POLITICAL TELECASTS

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

RELIGIOUS PROGRAMS

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a. Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b. Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c. Religious programs should be presented by responsible individuals, groups, and organizations.

d. Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. He should govern himself by the following precepts:

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

(b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

(c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

(d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

(e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

(f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and pro-

(Continued from page 36)

200%

sales increase from WLEE advertising!

Twelve weeks ago a Richmond home appliance dealer started advertising exclusively on WLEE with 3 quarter-hour shows a week. This store has no outside salesmen. Everything depended on the WLEE advertising.

In 3 weeks this schedule was doubled...in 7 weeks it was tripled. Sales had increased 200%!

Richmond merchants get this kind of fast profitable action from WLEE all the time. More and more national advertisers are following their lead. If WLEE in Richmond isn't on your list, it's time you got the whole story from your Forjoe man.

MUTUAL IN RICHMOND

WLEE

Tom Tinsley, President • Irvin G. Abeloff, General Mgr.
Forjoe & Co., Representatives

Text of Code Okayed in Chicago

(Continued from page 34)

gram time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

(g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS—GENERAL

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

(a) The advertising of hard liquor should not be accepted.

(b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

(c) Advertising by institution or enterprises which purport to offer instruction and which imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is not acceptable, except that if thorough and complete investigation of the enterprise and its claims is possible and practical it may be accepted [to be revised].

(d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

(e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character reading is not acceptable.

(f) [deleted.]

(g) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

(h) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Diligence should be exercised to that end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

(a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situation involving ailments, by spoken word, sound or visual effects.

(b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe," "without risk," "harmless," or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

CONTESTS

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winner's names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

PREMIUMS AND OFFERS

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and his willingness to honor complaints indicating dissatisfaction with the premium by returning such monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

TIME STANDARDS FOR ADVERTISING COPY

Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise the presently suggested time standards for television advertising as formulated below:

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Advertising Message
(minutes and seconds)

Length of Program (minutes)	All other Programs: News Programs Day and Night	All other Programs: Class "A" Time	All other Programs: All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be prohibited.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

DRAMATIZED APPEALS AND ADVERTISING

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

SPONSOR IDENTIFICATION

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934 and the Rules and Regulations of the Federal Communications Commission.

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

NAME

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

PURPOSE OF CODE

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

SUBSCRIBERS

Section 1. **ELIGIBILITY.**

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. **CERTIFICATION OF SUBSCRIPTION**

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval," a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof is a subscriber in

(Continued on page 38)

* "Television Board. The Television Board is hereby authorized: —(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". **By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).**

upcoming

NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Oct.			
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

Oct. 22-23: Seventeenth New York BMI Program Clinic, Peacock Lounge, Waldorf-Astoria Hotel, New York.

Oct. 22-24: National Electronics Conference and Exhibition, Edgewater Beach Hotel, Chicago.

Oct. 22-24: Talent Committee of Salary Stabilization Board meets, 641 Washington St., New York.

Oct. 22-26: AIEE Fall General Meeting, Hotel Cleveland, Cleveland.

Oct. 25-26: Ohio Assn. of Broadcasters, Cleveland.

Oct. 25-26: AAAA Central Council Annual Meeting, Blackstone Hotel, Chicago.

Oct. 27-28: Inter-City conference, Women's Advertising Clubs, Toledo, Ohio.

Oct. 28: BMI Program Clinic, Shamrock Hotel, Houston, Tex.

Oct. 28-Nov. 3: National Radio & Television Week.

Oct. 28-31: Life Insurance Adv. Assn., Annual Meeting, Williamsburg, Va.

Oct. 29-31: IRE-RTMA Annual Meeting. Papers on noise in TV receivers, suppression of local oscillator radiation and color TV. King Edward Hotel, Toronto.

Oct. 30: BMI Program Clinic, Skirvin Hotel, Oklahoma City.

Oct. 30-31: AAAA Eastern Council Annual Conference, Roosevelt Hotel, New York.

Oct. 31: BMI Program Clinic, Broadview Hotel, Wichita, Kan.

Nov. 2: BMI Program Clinic, Utah Hotel, Salt Lake City.

Nov. 2-3: Florida Assn. of Broadcasters, mid-year meeting, Soreno Hotel, St. Petersburg.

Nov. 2-3: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.

Nov. 5: BMI Program Clinic, Hotel Northern, Billings, Mont.

Nov. 7: BMI Program Clinic, Alonzo Ward Hotel, Aberdeen, S. D.

Nov. 9: Hearing for objections to petition for reorganization of LeBlanc Corp. (Hadacol), U. S. Court (Southern New York District), Foley Square, New York City.

Nov. 9: BMI Program Clinic, Radisson Hotel, Minneapolis, Minn.

Nov. 12-13: First District Meeting, Adv. Federation of America, Boston.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

Dec. 7-9: Television Authority Convention, Park Sheraton Hotel, New York.

1952

Jan. 24-25: Advertising Assn. of the West, Midwinter Conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

WREC *is First in Coverage in*
The Largest Market Area in the South

with a two billion dollar buying potential. The Memphis market rates 13th in the nation's wholesale volume of trade.

Radio Results are UP!... Radio Costs are down!

and WREC Keeps Step with the forward march of Radio Advertising Values...

WREC RATE IN COST PER THOUSAND LISTENERS, HAS GONE DOWN 10.1% COMPARED WITH 1946. THE ADVERTISERS GET MORE IN COVERAGE, MORE IN PRESTIGE.

WREC HOOPER RATINGS AVERAGE HIGHER THAN ANY OTHER MEMPHIS STATION

Affiliated with CBS, 600 Kc. 5,000 Watts

WREC

Memphis Nº 1 Station

Represented by The Katz Agency, Inc.

Text of Code Okayed in Chicago

(Continued from page 36)

good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. **DURATION OF SUBSCRIPTION**

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. **SUSPENSION OF SUBSCRIPTION**

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument shall be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision. Such decision shall be final.

Section 5. **ADDITIONAL PROCEDURES**

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that it is specifically charged with defining those conditions and responsibilities applicable to the receipt and processing of a complaint made by another television broadcaster; and further provided, that it shall take the steps necessary to insure the confidential status of any proceedings before it pending decision thereon.

Section 6. **TERMINATION OF CONTRACTS**

All subscribers on the air at the time of subscription to the Code shall be permitted a maximum of 52 weeks within which to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code.

IV
RATES

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B. (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V
THE TELEVISION CODE REVIEW BOARD

Section 1. **COMPOSITION**

The Television Board of Directors shall establish a continuing committee entitled The Television Code Review Board upon the promulgation of the Television Code and its ratification by the television membership of NARTB. The Review Board shall be composed of six members, five of whom shall be from the television membership of NARTB, with the Chairman of the Board of Directors of NARTB serving as an ex-officio member. Members of the Television Board of Directors shall not be eligible to serve on the above-specified Review Board. Those members of the Review Board appointed by the Television Board of Directors following promulgation of the Code shall serve until immediately following the annual NARTB convention of 1952. Thereafter, a term shall be for one year.

A. **LIMITATION OF SERVICE**

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. **QUORUM**

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. **AUTHORITY and RESPONSIBILITIES**

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to keep the members of the Legislative, Executive and Judicial branches of the United States Government informed as to the working of the Code, its relation to television programming and its success in maintaining high levels of educational and cultural programs and of the moral tone of programs in general; (5) to develop and maintain appropriate liaison with the Federal Communications Commission for the purpose of keeping it informed as to the relation between the Code and programming; (6) to develop and maintain appropriate liaison with responsible and accountable organizations and institutions for the affirmative purpose of consulting, recommending and informing with regard to television programming and the effect of the Code thereon; (7) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (8) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (9) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (10) to recommend to the Television Board of Directors, amendments to the Television Code.

A. **DELEGATION OF POWERS and RESPONSIBLILITIES**

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. **MEETINGS**

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

Nuts and Bolts, Nails and Pails Add Up to $102 Million in Central Ohio

IN FACT $102,367,000 WORTH OF HARDWARE ITEMS PURCHASED ANNUALLY*

The sound of hammers, saws, lawn mowers and thousands of hardware items rings loudly in Central Ohio to the tune of over $102 million. And you can sell your share of this big hardware market at low cost with WBNS. Latest Hooper Report shows WBNS with all 20 of the top-rated shows, day and night! Profit from these ratings with your own spots and programs. For time availabilities, write us or call your John Blair representative.

* Source: '51-'52 SRDS Cons. Mkts.

CENTRAL OHIO'S ONLY **CBS** OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

No matter how you slice it...

Alibis won't feed the kitty, or fill the cash register. And if you have to give your customers alibis instead of the particular brands of merchandise they want, it's bad business all around.

Impartial surveys show that among your own customers, the preference for makers' brands is 8 to 1! They won't buy alibis, substitutes, "just as goods," or whatever you call them.

As brands mean satisfaction to your customers, they mean money to you. Well-known, advertised brands pre-sell your customers before they set foot in your store.

Give your customers what they ask for—
it's bad business to substitute

The prestige and reputation of these makers' brands guarantee high standards of quality—assure fewer adjustments, markdowns, or complaints. And, of course, products so well known and trusted move faster, turn over and over to increase your profits.

That's why you make your business stronger when you keep the force of *famous brand names* behind your selling. Let your customers know they can get from *you* the brands they know and want. Why be content—or expect them to be content—with anything less?

Brand Names Foundation
INCORPORATED
A non-profit educational foundation
37 WEST 57 STREET, NEW YORK 19, N. Y.

66% REVENUE JUMP...96.66% S
— BOTH WITH AP NEWS

"AP Service is A Great Partner for Stations"

**J. Archie Morton,
General Manager,
KJR, Seattle, Wash.**

"Associated Press news is a major factor in KJR's 66% gain in net revenue from newscasts for 1951 over 1950," says General Manager Morton.

"If a station is not working its news angle hard in programming and in sales, it is missing a bet.

"If full sponsorship for a program doe not continue, we add to revenue by inser ing participating announcements. Thus K develops maximum returns.

"Our Associated Press news is sold ou As we know and as our clients tell us, A service is a great partner for stations th are on their toes these days."

"Ratings Jump 20% for AP Newscasts"

**H. Rod Hurd,
Sales Manager,
KWNO, Winona, Minn.**

"KWNO advertisers," says Sales Manager Hurd, "are pleased with AP sponsorship. Check this record: Kalmes Tire Service, 13 years without interruption. Breitlow Funeral Home, 13 years. Marigold Dairy, 12 years. Merchant's National Bank, 4 years. Winona Motors, 10 years.

"Associated Press newscasts have the highest ratings of all KWNO programs. At 7:30 a.m., before our AP news, KWNO listenership jumps 20%. The same at noon.

"Exactly 96.66% of all AP newscasts are sponsored. The remaining 3.33% is early morning time.

"When it comes to AP newscasts, KWNO salesmen put their feet on the desk. Selling AP news requires little effort. We have a waiting list."

From KWNO sponsor Bernard T. Kalmes

Hundreds of the country's finest stations announce with pride *"THIS STATION IS A MEMBER OF THE*

SOLD OUT—

Says KJR sponsor C. B. Williams, President of Rhodes Department Store: "AP newscasts are concise, factual, yet warm and appealing. Shoppers listen for our 9 a.m. newscast six days a week. It features the items that will go on sale when the store opens an hour later. AP news over KJR is a potent factor in our promotion."

of Kalmes Tire Service: "In January we enter our fourteenth consecutive year of news sponsorship at KWNO. Why? Because we gain good will, prestige and keep the names Kalmes and General Tire first in listeners' minds. Announcers serve as our salesmen, selling to thousands-fold more people since news commands a high listenership. We're ahead of the competition. AP news is mainly responsible."

OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours!
- leased news wires of 350,000 miles in the U.S. alone!
- exclusive state-by-state news circuits!
- 100 news bureaus in the U.S.!
- offices throughout the world!
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily!

AP news delivers for broadcasters and sponsors, because AP news captures the audience. Accuracy, speed, dependability of coverage keep listeners keyed to AP news.

Again and again, this is evidenced by consistent listener loyalty . . . loyalty that is translated into sales for sponsors and member stations.

For further information on building your sales . . . write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

On All Accounts

(Continued from page 10)

local advertiser must program for the long haul, are prime considerations in increasing radio and television billings.

He believes marginal advertisers in television would be wise to step into time periods they can afford to live with through future rate increases, rather than program from rate increase to rate increase and be left holding the bag when the budget refuses to stretch. He also feels that spot advertisers, whose brand names tell the story, can get more value out of their television dollar using shared identifications.

Mr. Roberts has been an active member of the Television Assn. of Philadelphia since its inception and is now vice president.

His hobbies include golf and football.

SPONSORS

Agency Problems Aired By Louis Brockway

RELATIONSHIP between the sponsor and his advertising agency was discussed by Louis N. Brockway, executive vice president of Young & Rubicam, New York, at a special luncheon meeting last Monday in Hollywood's Roosevelt Hotel.

In Hollywood, Mr. Brockway said, the advertising agent sometimes has had difficulty in being an effective spokesman for his client.

Mr. Brockway

"Hollywood has been for years one of the major sources of talent for radio and presumably may assume the same kind of importance in television."

He declared that talent do not all understand the importance of the client. Many think his sole function is to "pick up the tab" at the party, even though the client wasn't invited.

"The client is entitled to be in the party," Mr. Brockway reminded. "He makes it possible. Unless there is some understanding of the client's problems and point of view, radio and television cannot prosper."

"Some clients in their avid but natural desire to sell their products want too much commercial or commercials that do not fit the program," he said. "And some talent seem to resent any attempt to sell the product. The agency must bring about understanding on both sides."

Jack Benny was one of the first to recognize the importance of putting over a selling message as an entertaining part of his program, Mr. Brockway stated. "The job he did for Jell-O and is doing for Lucky Strike is a perfect example of understanding what a client is spending his money for."

Mr. Brockway stressed that the advent of TV increases the importance of good taste in offerings to the public. He deplored the lack of imagination which prompts many comedians to restort to distasteful material and antics to get a laugh.

"If only after a few years, television is already so bankrupt of humorous ideas, the viewer may be forced to take the drastic step of going out to the movies and seeing some good entertainment," he cautioned.

"All of us in advertising must take the codes of ethics and principles of advertising off the walls of our offices, take them out of their frames and put them to work," he said.

He reminded that because advertising is such a public business, "the opportunity for advertising people to affect the standards of the public at large is a great one." He urged that those in the advertising business "live up to it."

Radio Still Dominates THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

NARBA EFFECTS

Two Cases Changed

THE NEW, yet to be ratified, North American Regional Broadcasting Agreement, has caused FCC to take unusual action in two pending cases.

In one case, FCC vacated an initial decision and permitted applicant Robert Hecksher to amend his application for a new AM station at Fort Myers, Fla., from 1400 kc and 250 w unlimited, to specify 1320 kc with 1 kw daytime only. In so doing, it took the applicant out of hearing status but permitted him to retain his priority.

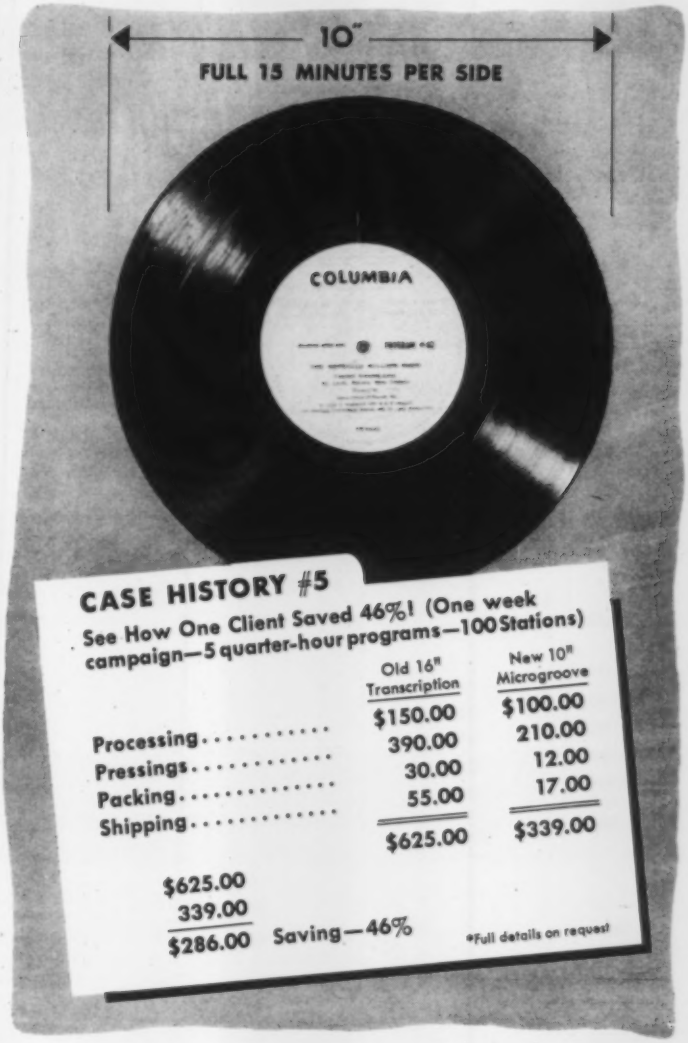
In another case, the Commission permitted KCIL Houma, La., to amend its application for change of facilities from 1490 kc with 250 w unlimited, to 630 kc with 1 kw unlimited, directional, so that the directional antenna protects a Havana station on the same frequency which has priority under the new NARBA. The authority to amend came after hearing had been started.

KTFS, KDAS Join LBS

KTFS Texarkana, Tex., will join the Liberty Broadcasting System Oct. 31, David M. Segal, general manager, announced last week. For the past five years KTFS has been affiliated with Mutual. Also announced was the Liberty affiliation of Mr. Segal's KDAS Malvern-Hot Springs, Ark.

Look old-timer it's 1951!

The Transcription Industry's Greatest Development Is THE NEW **COLUMBIA MICROGROOVE** DISC



The last word in quality—in economy! Amazing Microgroove is setting new standards for the transcription business . . . Winning more and more enthusiastic customers —such as the one whose case history is shown at right!

QUICK, CONVINCING FACTS . . .

10" Record . . . full *15 minutes* per side.
12" Record . . . full *25 minutes* per side.

- Cuts costs . . . as much as half!
- Smaller disc . . . more program time!
- Big savings on packing and shipping costs!
- Famous Columbia Quality throughout!

CASE HISTORY #5

See How One Client Saved 46%! (One week campaign—5 quarter-hour programs—100 Stations)

	Old 16" Transcription	New 10" Microgroove
Processing	$150.00	$100.00
Pressings	390.00	210.00
Packing	30.00	12.00
Shipping	55.00	17.00
	$625.00	$339.00

$625.00
339.00
$286.00 Saving—46%

*Full details on request

CALL, PHONE OR WRITE:

COLUMBIA
Microgroove
TRANSCRIPTIONS

Los Angeles—8723 Alden Drive, BRadshaw 2-5411
New York—799 Seventh Avenue, Circle 5-7300
Chicago—410 North Michigan Avenue, WHitehall 4-6000

Trade Marks "Columbia," "Masterworks," ●.
℗ Reg. U. S. Pat. Off. Marcas Registradas

McFARLAND BILL

Shelved Until '52

THERE is no chance for passage of the McFarland Bill (S 658) to realign FCC procedures—at least until after the second session of the 82d Congress begins next year.

That was the formal footnote last week to predictions prevalent on Capitol Hill the past few months. The House Interstate & Foreign Commerce Committee, which has been studying the bill, said Monday it was shelving further consideration of the measure "in view of impending adjournment."

The committee also announced the bill "will be scheduled as the first order of business" after the opening of the second session.

At last report, the committee had reached mid-point in its marking up of the bill. However, the Congressmen found themselves hung up on such issues as procedure in license renewals [B • T, Oct. 8] and on the Commission-staff relationship [B • T, Sept. 24].

The bill, passed twice by the Senate in the past year, is identified with its sponsor in the upper branch —Senate Majority Leader Ernest W. McFarland (D-Ariz.). It provides the framework for appellate, procedural and organizational revision of the FCC, by amending the Communications Act of 1934.

The committee's decision did not surprise Washington observers versed in communications. The House committee, which has been faced with a decision on the McFarland bill at least four times in the last two years, has been beset with the problem of acquainting the committee members with the bill's provisions.

If the committee should report out a bill in the early weeks of the new sitting, chances of the McFarland Bill passing would be good.

BATTERY SALES

Portables Help Boost

RADIO battery dealers have been urged to capitalize on the popularity and stepped-up distribution of portable radios by putting more merchandising and sales promotion effort behind their battery products.

Pointing out that portables currently account for about 20% of radio unit sales, L. S. Thees, general sales manager of the RCA Tube Dept., stated the portable market represents for battery dealers a major source of sales and profits. More than nine million battery-operated portables have been sold in this country since the end of the war, he said, and portable sales are still rising.

To aid dealers in their merchandising efforts, the RCA Tube Dept. designs its radio battery advertising and sales promotion material to focus attention on the radio dealer as the best source of batteries.

SET OUTPUT

Commerce Reports Aug. Rise

RADIO-TV sales of large retail chain stores jumped 32% in August over the preceding month but dropped about 28% off the level for August 1950, according to a Commerce Dept. retail trade report released the past fortnight.

A sales decrease of 32% was reported by household appliance dealers in the yearly-monthly comparisons, with an 18% drop recorded for a furniture-household-radio group as a whole. Both categories showed jumps for August, however, compared to July in 1951.

The data was based on reports received from large stores of retail organizations which operate from one to ten stores. The percentages were supplied by the Federal Reserve Board and apply to department store organizations. The actual survey was prepared by the Census Bureau, Business Division, of the Dept. of Commerce.

Another report, prepared by the department's Office of Business Economics, showed an upswing in personal income for August to an annual rate of $254.4 billion—or $2 billion above the July total.

In the manufacturing industries, some increase in durable goods factory payrolls was offset by lower payrolls in the non-durable goods industries where employment showed less than the usual seasonal rise. Durable goods payroll jump was attributed to a longer workweek.

Private industry wages and salaries showed a continuation of the stability of recent months, remaining virtually unchanged in August.

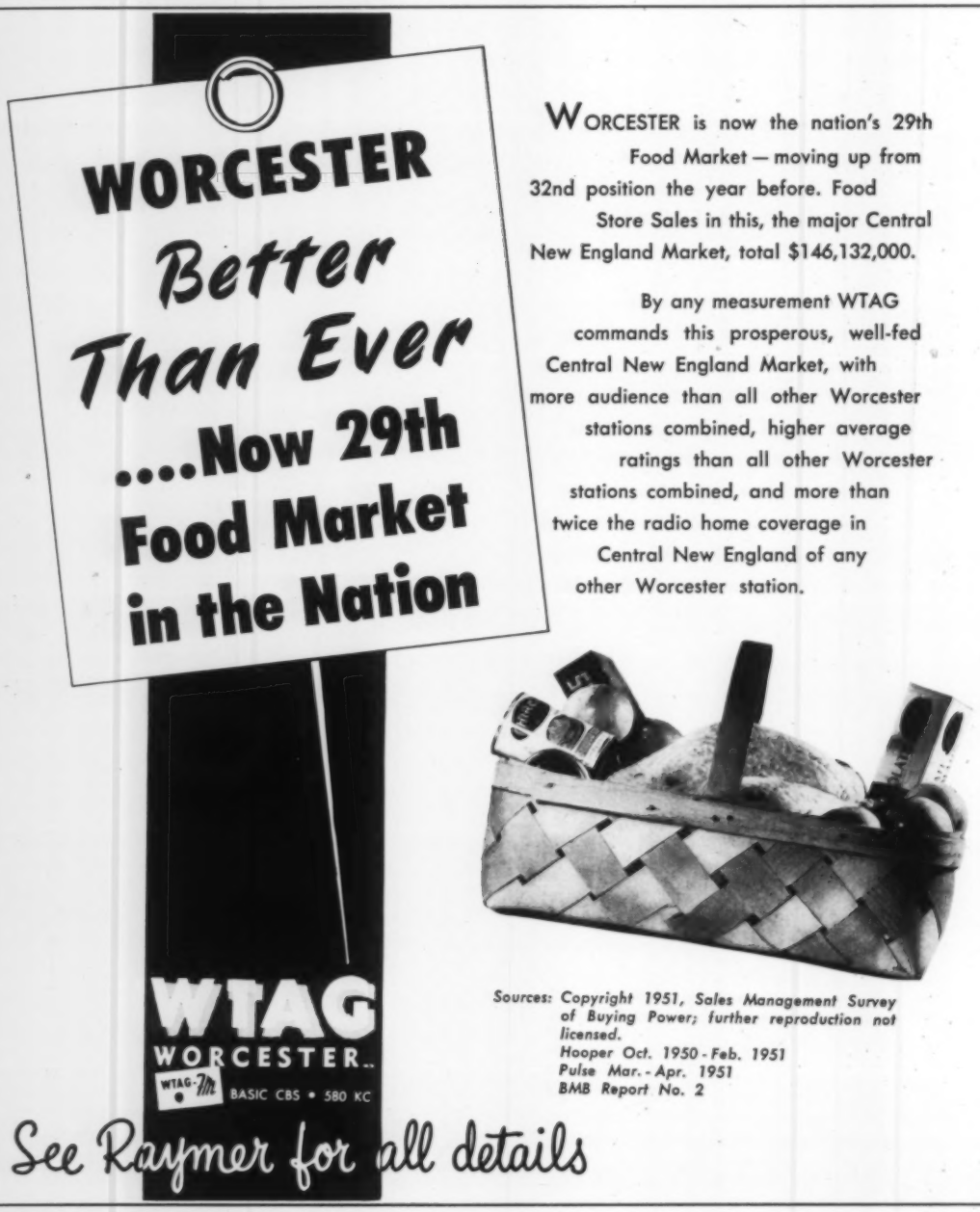
MERRIAM NAMED

Assumes RTMA Post

E. W. MERRIAM, former chairman of the Service Committee of Radio-Television Mfrs. Assn., has been named service manager of the association. Until recently he had been service manager of Allen B. DuMont Labs. He has accepted the position on a temporary basis to implement some of the Service Committee's activities, planning to return to private industry after getting several projects under way.

Committee plans include promotion of training courses for service technicians in trade and vocational schools. Recommended agenda has been prepared and distributed among schools. A complete course is now in preparation. Creation of the job of service manager on the staff of RTMA President Glen McDaniel was authorized Sept. 20 by the association's board.

KTLA (TV) Hollywood *Frosty Frolics* has changed point of origination to Pasadena (Calif.) Winter Gardens. Change was made from a Los Angeles commercial skating rink so that studio audiences could be admitted free of charge.


WORCESTER
Better Than Ever
....Now 29th Food Market in the Nation
WORCESTER is now the nation's 29th Food Market — moving up from 32nd position the year before. Food Store Sales in this, the major Central New England Market, total $146,132,000.
By any measurement WTAG commands this prosperous, well-fed Central New England Market, with more audience than all other Worcester stations combined, higher average ratings than all other Worcester stations combined, and more than twice the radio home coverage in Central New England of any other Worcester station.
Sources: Copyright 1951, Sales Management Survey of Buying Power; further reproduction not licensed.
Hooper Oct. 1950 - Feb. 1951
Pulse Mar. - Apr. 1951
BMB Report No. 2
WTAG
WORCESTER
BASIC CBS • 580 KC
See Raymer for all details

STRAIGHT-SIDE DESIGN

gives you G-E rectifier tubes for broadcasting that are better in three ways—

1. Safety margin is high, with less chance of arc-backs.
2. Designers can group these "slim" tubes compactly.
3. Straight-side rectifier tubes are easy to handle and install.

GL-8008
(also supplied with 50-watt base as GL-872-A)

GL-673
(also supplied with 50-watt base as GL-575-A)

CLOSE TUBE-ELEMENT SPACINGS WARD OFF ARC-BACKS in popular G-E rectifier types GL-8008 and GL-673, giving improved protection from high voltages. The narrow straight-side bulb lies close to the anode. Spacings between anode, cathode, and cathode-shield are reduced. Volume of ionization thus is less—deionizing time shortened.

"SLIM" TUBE CONTOUR HELPS THE DESIGNER. Space is at a premium in compact modern equipment, and GL-8008's and GL-673's will mount side-by-side to take up minimum panel area. Maintenance men find these straight, slender tubes ideal to handle; quick to install.

YOU CAN COUNT ON UNIFORM QUALITY, UNIFORM PERFORMANCE. G-E know-how in precision-building rectifier tubes goes back more than 20 years to basic development work done by General Electric. *Four out of the five tubes* rated below were pioneered by G.E.—these types covering most broadcast requirements for high-vacuum rectifier tubes!

G.E. OFFERS YOU A TOP-TO-BOTTOM RANGE OF SIZES. Types shown and listed here are examples. Whatever your rectifier-socket need may be, there's a G-E tube to meet that need! If your problem is one of circuit application, your nearby G-E electronics office is ready to offer expert counsel. If you are a broadcaster wishing replacements, phone your nearby G-E tube distributor for fast, competent service! *Electronics Department, General Electric Company, Schenectady 5, New York.*

Type	Cathode voltage	Cathode current	Anode peak voltage	Anode peak current	Anode avg current
GL-866-A	2.5 v	5 amp	10,000 v	1 amp	0.25 amp
GL-8008	5 v	7.5 amp	10,000 v	5 amp	1.25 amp
GL-673	5 v	10 amp	15,000 v	6 amp	1.5 amp
GL-869-B	5 v	19 amp	20,000 v	10 amp	2.5 amp
GL-857-B	5 v	30 amp	22,000 v	40 amp	10 amp

GENERAL ELECTRIC

185-K6

NOW

1 out of 4 gals is strictly Canadian!

That's news!

Yes, 1 out of every 4
gals. of petroleum
consumed in Canada now
comes from Canada's own oilfields.

Why so important?

Because Canada's oil production—
up 30% this year—
is creating new wealth for new markets.
Yes sir, there are oil wells
in the wheat belt—
an estimated 1,000,000,000 bbl. proven oil reserves
—and a $90 million pipe line from Alberta to the Great Lakes!

What's that to you?

If you're in business to sell
more goods to more consumers,
it's further proof that Canada
is the world's fastest growing market.

The better you know this bustling new market
the more you'll sell
and one of your best authorities
is Canadian radio.
Best because Canadian radio
has been selling in Canada for years—
selling Canadians more and more goods—
establishing new markets—
reaching new frontiers *first*.

Radio knows the way to Canada's fast-growing markets.
Radio has a pipe-line into every Canadian community.
Radio sells every day, every hour, everywhere in
Canada!

"In Canada, you sell 'em when you tell 'em!"

A message from the 103 member stations of the
Canadian Association of Broadcasters
whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa. **37 Bloor St. West, Toronto.**

'VOICE' FUNDS

Now Before Truman

PRESIDENT Truman is slated to sign legislation assuring the State Dept. of $63 million for overseas information activities, with over $25 million of that sum earmarked for radio broadcasting. Funds are for the new fiscal year ending next June 30.

The Chief Executive approved the bill (HR 4740) after the Senate had adopted a conference report, agreeing to House amendments. The upper chamber originally cleared the bill Aug. 24 after discussing an appeal by Brig. Gen. David Sarnoff, RCA board chairman, for greater financial support of the Voice of America [B • T, Sept. 3, Aug. 20].

The $63 million outlay represented a compromise between the $85 million recommended by the House and $56 million urged by the Senate Appropriations Committee. Conference report was adopted by a 31-27 vote. Mr. Truman had sought $115 million.

The funds will be used for addition of new language broadcasts and none will be allocated for a proposed transmitter ring to blanket Iron Curtain countries. Of $97.5 million requested in an earlier supplemental, only $9.7 million (or 10%) was authorized by Congress for the project. Work has begun, however, on curtain antenna construction designed to beam stronger signals to Soviet satellites. Funds were obligated out of the 1949 budget.

In clearing the measure for Presidential signature, the Senate explained that the 25% money cut ordered for the public information branches of the State, Commerce and Justice Depts. would not affect VOA personnel "so that it could function without hindrance." These departments were limited to 75% of their budget estimates for information operation.

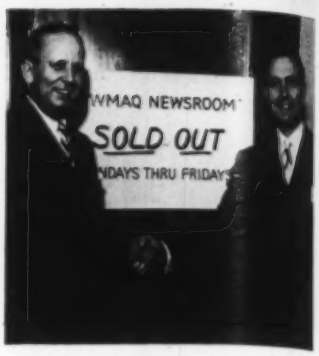
NEW VOA ATTACK

Launched by Rep. Ayres

VOICE of America is being managed by "amateurish fumblers" who should resign "before it is too late," Rep. William H. Ayres (R-Ohio) told House colleagues on Capitol Hill.

The Ohio Congressman expressed hope that Edward W. Barrett, Assistant Secretary of State for Public Affairs, and his "entire crew" will resign. He charged that the Voice has carried "some ridiculous things" in its overseas broadcasts. Rep. Ayres added that he has favored a "strong" Voice of America in the past.

Basis for the attack on Secretary Barrett and VOA, inserted in the *Congressional Record* Oct. 5, was an article by Radio Columnist John Crosby, who had questioned the effectiveness of U. S. propaganda activities.



THE SIGN tells the story on the NBC Chicago newsroom door as Bill Ray (l), news and special events chief, and Howard B. (Howdee) Meyers, WMAQ Chicago sales manager, clasp hands. All AM news shows, Mon.-Fri., were sold with signing of Jim Hurlbut's *Reporter at Large* to Emergency Radio & Appliance Co.

DOUBLE FETE

NBC, WIS Plan Celebration

WIS Columbia, S. C., today will celebrate 21 years of broadcast service and the 20th anniversary of NBC affiliation.

Norman E. Cash, NBC director of station relations, and Leon Pearson, NBC United Nations newsman, are slated to visit the NBC pioneer affiliate in South Carolina.

A special broadcast over WIS will feature Messrs. Pearson and Cash. During the broadcast, NBC will award a 20-year bronze plaque to the station.

Historical broadcasts were scheduled for the past weekend highlighting "the good old days." These broadcasts were supervised by Frank Harden, program director.

Staffmen Mackie Quave, Specs Munzell, John Evans, Hub Terry and Add Penfield were in charge of individual entertainment and broadcasts which were to culminate today with the presentation of the plaque.

NIGHT OPERATION

Recommended for WQXI

INITIAL decision proposing to grant WQXI Atlanta nighttime operation on 790 kc with 1 kw directional was issued by FCC Hearing Examiner J. D. Bond last week.

Station, which now operates on same frequency with 5 kw daytime only, would serve 360,846 people in 108.2 square miles within its interference-free 15.3 mv/m contour. This outweighs the 83,564 people within its normally protected 4 mv/m contour which would not get the new service, according to the hearing examiner. No interference to other stations is involved and the station must remedy any cross-modulation or reradiation that might impair its operation or that of site-neighbor WGST, according to the initial decision.

Picture Quiz

Check one:

1. To meet the growing needs of our civilian and military economy, the U. S. oil industry has spent over $12 billion in new facilities since World War II. This has expanded the capacity of the industry from 30% to 50% in all categories. Where did most of the $12 billion come from?

- ☐ BANK LOANS
- ☐ U. S. GOVT. SUBSIDIES
- ☐ REINVESTED PROFITS

Check one:

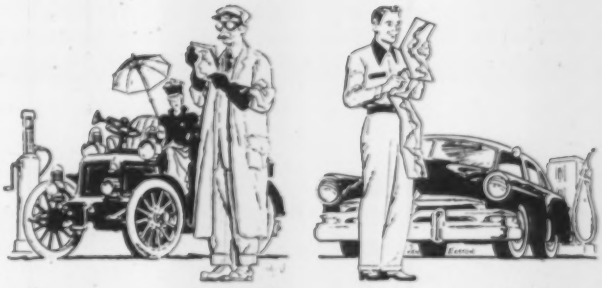
2. How much investment does it require to provide a job at Union Oil Company?

- ☐ $720
- ☐ $3,000
- ☐ $67,000

Check one:

3. Last year Union Oil made a total net profit of $16,257,000. $5,724,000 of this was plowed back into the business to meet the expanding needs of our customers. $10,533,000 was paid out in dividends to our common stockholders. What did these dividend payments average per stockholder?

- ☐ $292
- ☐ $5,276
- ☐ $10,420



Check one:

4. In 1910, Union Oil Company did an annual volume of $12 million. This represented 23% of the total oil business in the West. Today we do an annual volume of well over $200 million. What percentage of the total oil business in the West do we have today?

- ☐ 23%
- ☐ 12%
- ☐ 30%

Answers:

1. *88% of this expansion was financed from reinvested profits.* This percentage is traditional in the oil business and many others. That's why excessive taxes on corporation profits will seriously curtail the nation's economic growth and seriously affect your standard of living. For without adequate profits, expansion is impossible.

2. *$67,000. High-cost tools are typical of the oil business.* So is the large amount of capital required for raw-material supplies, transportation systems, etc. That's why it takes an investment of $67,000 in refineries, ships, tools, rigs, oil lands, etc., for each of Union Oil's 7974 employees.

3. *$292. $10,533,000 is a lot of money, but it was divided among a lot of people.* For we have over 36,000 individual stockholders in the Union Oil Company. And our largest single stockholder owns only 1½% of the total stock.

4. *12%. We do 18 to 20 times our 1910 volume.* But we have a smaller percentage of the total business — mainly because the industry is far more competitive. There are many more oil companies competing for the business today than there were in 1910.

UNION OIL COMPANY

OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

TRANSITCASTS

High Court to Review

FINAL WORD on transitcasting will be spoken by the Supreme Court.

High court last week granted a writ of *certiorari* on the appeal from last June's Court of Appeals ruling that TR "commercials and announcements" are unconstitutional [B • T, June 18, 11].

Writ was requested by Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and the District of Columbia Public Utilities Commission.

Supreme Court also granted request of Washington attorneys Franklin S. Pollak and Guy Martin to widen the issues to include the question of the legality of music and non-commercial announcements—such as weather reports and other public service features [B • T, Sept. 3].

Messrs. Pollak and Martin were among the initiators of the fight last year against what they have termed "forced listening."

Supreme Court decision on transitcasting, which probably will not be out until Spring, may also have implications for other forms of specialized FM services—Storecasting, Functional Music, etc.

Such methods to increase the revenue of FM stations have been questioned by the FCC, but a final report by the Commission has not yet been issued [B • T, May 21, 7; April 16].

Briefs in support of Transitcasting are due to be filed with the Supreme Court at least three weeks before the oral argument date. Oppositions are due one week before that date.

Oral argument is usually scheduled two months after the high court accepts a case. Unless there is some delay, the case of what its opponents call "captive radio audiences" will be heard in December or early January. Decision would normally come in the spring.

Use of TR on busses and streetcars of the Washington Capital Transit Co. was approved by the District of Columbia Public Utilities Commission in 1949. After a second hearing before PUC, which affirmed its original action, Attorneys Pollak and Martin and other civic groups appealed to the U. S. District Court in Washington. That court upheld the action of the PUC in 1950 [B • T, June 5, 1950]. U. S. Court of Appeals reversed the lower court's decision last June [B • T, June 18, 11], holding that commercials and announcements "deprive objecting passengers of liberty without due process of law" (Fifth Amendment).

In findings leading up to the decision, the Court of Appeals declared that the Washington transit company was a governmental agency. This was necessary to invoke the Fifth Amendment, which refers only to governmental action repressing individual liberties.

TR proponents hold that the lower court erred in finding that objecting listeners are deprived of their constitutional prerogatives. What about the rights of the majority of the listeners, they ask.

They also take issue with the finding that the transit company is a governmental agency.

Scope of Transit Radio

Transit Radio operates in 14 cities. In addition to Washington, the following stations have contracts with local transit companies: WBUZ (FM) Bradbury Heights, Md. (suburb of Washington); WKRC-FM Cincinnati; KCBC-FM Des Moines; WAJL (FM) Flint, Mich.; WPLH-FM Huntington, W. Va.; WJHP-FM Jacksonville, Fla.; KCMO-FM Kansas City; KBON-FM Omaha; WKJF (FM) Pittsburgh; KXOK-FM St. Louis; KTNT (FM) Tacoma; WTOA (FM) Trenton; WGTR (FM) Worcester.

Joint petition by Cincinnati, Kansas City and St. Louis stations asking the Supreme Court to hear the transitcasting case was denied in last week's order, but it is assumed they will participate in some form or other with the Washington appelants.

TR is a $1 million business, according to Transit Radio Inc. officials. Transit Radio Inc., headquartered in New York is national sales representative for the 14 stations engaged in transitcasting. There are understood to be other stations engaged in transit broadcasting not members of TRI.

If Washington transit vehicles were completely TR-equipped, income would be $1 million a year, it was estimated during the court proceedings. At present, it was reported, the transit company has been making about $36,000 a year on its contract with Washington Transit Radio Inc.

Shares in Income

The transit company shares in the income of the station from national and local advertising sales.

Attorneys in the case are: Washington Transit Radio Inc., Pierson & Ball; Capital Transit Co., Awalt, Clark & Sparks; Public Utilities Commission, Vernon E. West, D. C. corporation counsel and Lloyd B. Harrison. Messrs Pollak and Martin are represented by Segal, Smith & Hennessey. Unsuccessful intervenors were represented by Judge Robert P. Patterson, ex-Secretary of War.

another reason why

KOIN is the Number 1 Radio Station in the Oregon and Southwest Washington Market

KOIN'S men are among the most experienced and versatile in radio. This year five more staff members join KOIN's famous 10-20 year club, which makes a total of 33 members who have been with KOIN ten years or more. Nine can boast 15 to 20 years service... ten, 20 years or more. This experienced personnel, governed by sound policy and management plus proper programming and "tops" in network affiliation, makes KOIN your best buy in the Oregon market!

KOIN

AVERY-KNODEL, Inc.
NATIONAL REPRESENTATIVES

A MARSHALL FIELD STATION

and KOIN F-M... Portland, Oregon

more help
for busy media buyers

Publishers and station operators show increasing awareness of media buyers' problems

You who use Standard Rate and CONSUMER MARKETS as tools of your trade are thoroughly familiar with the *standard listings* of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the *standardized* data with *additional media information*—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication *different* from its contemporaries —information that you cannot expect to find in the standard listings.

They know, too, that you don't always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, 1,041 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their regular listings in Standard Rate (or their markets' listings in CONSUMER MARKETS) with Service-Ads designed to remind buyers of the important *differences* about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep *wanted* information instantly available—on the spot—to help the busy media buyer buy.

Quick facts about The ROCKFORD Market
ROCKFORD
DATA DIGEST
HOUSE BEAUTIFUL SELLS BOTH SIDES OF THE COUNTER
Here Are Your WSBT
facts about Modern Plastics and the Plastics Industry
MODERN PLASTICS

In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS don't forget —in Service-Ads like these there is *more* good help for busy media buyers.

s r d s

STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740-48 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: CHICAGO • NEW YORK • LOS ANGELES • LONDON

publishers of **consumer magazine** advertising rates and data • **business publication** advertising rates and data • **national/regional network** radio and television service • **radio** advertising rates and data • **television** advertising rates and data • **newspaper** advertising rates and data • **transportation** advertising rates and data • **A.B.C. weekly newspaper** advertising rates and data • **consumer markets,** serving the market-media selection function • **CM analyst,** the monthly market data interpreter

NOTE: To Station Operators

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That's the story behind the advertisement reproduced here; appearing currently in *Advertising Agency* and *Printers' Ink*.

The information found in the SRDS monthly books and CONSUMER MARKETS is often the LAST WORD about your station and your market . . . the *last word* seen by agency men when they're under pressure; building a list or defending a list.

To help you make it the *last word* in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the "Spot Radio Promotion Handbook" (at cost: $1.00). And, if you wish, continuing reports from the field will come to you in the form of bulletins, issued monthly. Ask for "HOW SPOT RADIO TIME IS BOUGHT" (no charge).

Walter E. Botthof
Publisher

E. Christy Erk's

Sphere And Stratosphere

Radio And Video

Radio, conscious of the challenge from television, has lined up Orson Welles in the big battle for listeners. Welles is back on the air early next month in "The Lives of Harry Lime," playing Lime, the "third man." This was Welles' most sensational character you'll recall since he rocked the nation with his broadcast of H. G. Welles "War of the Worlds."

The programs, many ten by Welles and dire... him, pick up the st... Lime, international... and a fascinating... not always co... He has the ... ham Green ... Welles ... scription ...

New Yor...

TV and Radio

Listen, Orson--

By Rex Lar...

The Pittsbu...

Radio and Television

Orson Welles Gets Set for N...

Series Britain Hears Is Coming over Here

By SI STEINHAUSER

"Once upon a time," with nothing to write about, I typed "One of these days, this guy, Orson Welles, will pull something to stand the world on its ear."

A couple of nights later he did his world-frightening "Man From Mars" stunt. Radio listeners ... it was all over." Actu...

Now, however, I have ... vance information about ... and his plans. He ... from London where he is ... his home, that we will ... ing his "Lives of Harry ... early in October. As ... stories are written, direct... starred in by Orson. He ... Harry Lime, the "Third M... an arrangement with Gra... Green, British novelist, who ... ated "The Third Man."

Lime is an internation... venturer and rogue, who ... how, manages to keep on ... right side of the law.

"The transcribed series is ... ...er the British ...

Chicago ...

New Radio Show By Orson Welles Moving to U. S.

ear... Harr... "Third ... most se... he rock...

Los Angeles ...

The Seattle Daily Times

THE BOSTON HE...

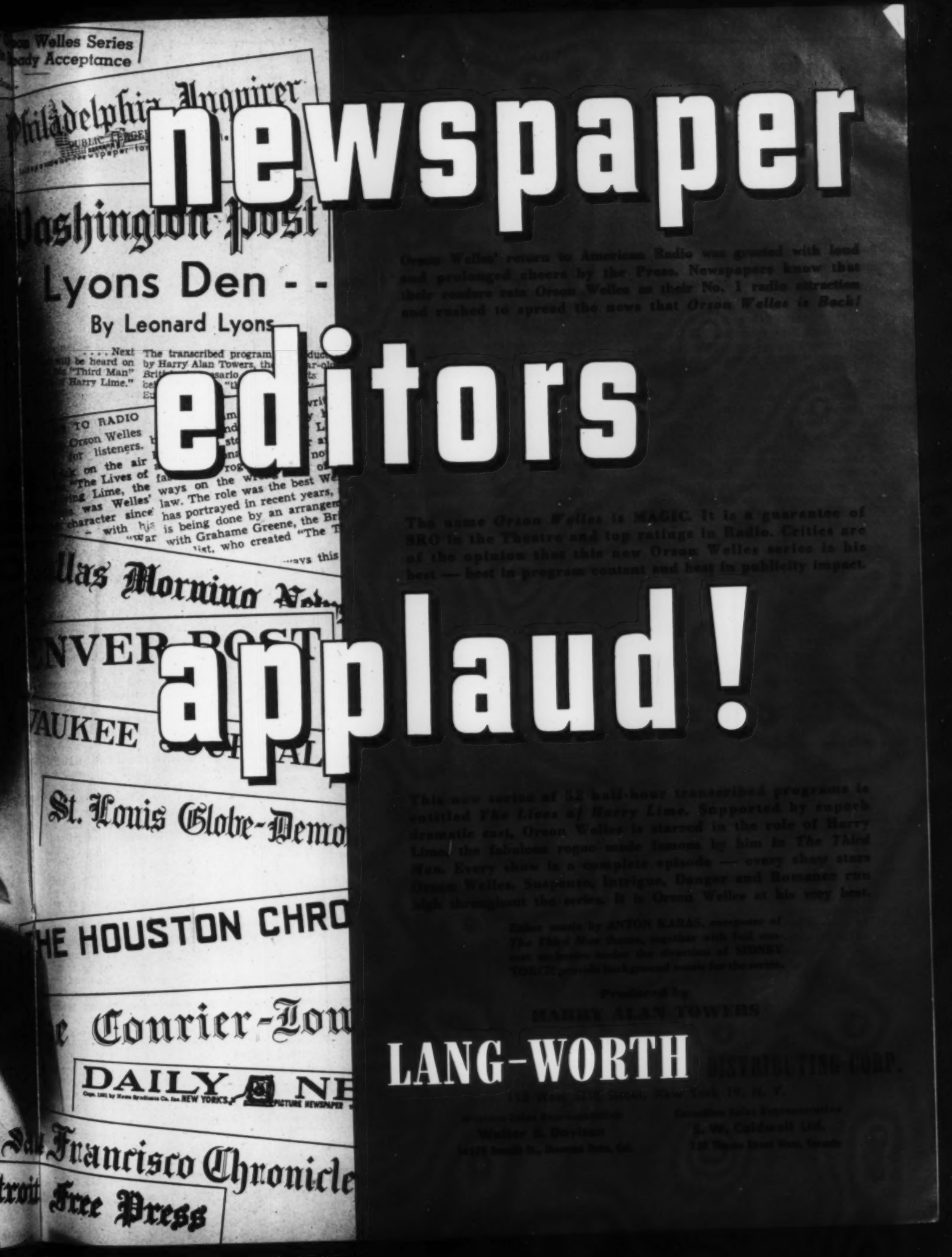
CLEVELAND PLAIN

The Miami Herald

Courier-Express

The Phila...

Detroit


Welles Series
dy Acceptance
Philadelphia Inquirer
Washington Post
Lyons Den - -
By Leonard Lyons
Next
be heard on
"Third Man"
Harry Lime."
The transcribed program
by Harry Alan Towers, th
TO RADIO
Orson Welles
for listeners.
on the air
"The Lives of
ing Lime, the
was Welles'
character since
with his
"war
ways on the
law. The role was the best
has portrayed in recent years,
is being done by an arrangem
with Grahame Greene, the Br
list, who created "The T
ays this
Dallas Morning
DENVER POST
MILWAUKEE
St. Louis Globe-Demo
THE HOUSTON CHRO
Courier-Tow
DAILY
NEW YORK'S
PICTURE NEWSPAPER
San Francisco Chronicle
Detroit Free Press
newspaper
editors
applaud!
Orson Welles' return to American Radio was greeted with loud and prolonged cheers by the Press. Newspapers know that their readers rate Orson Welles as their No. 1 radio attraction and rushed to spread the news that *Orson Welles is Back!*
The name *Orson Welles* is MAGIC. It is a guarantee of SRO in the Theatre and top ratings in Radio. Critics are of the opinion that this new Orson Welles series is his best — best in program content and best in publicity impact.
This new series of 52 half-hour transcribed programs is entitled *The Lives of Harry Lime*. Supported by superb dramatic cast, Orson Welles is starred in the role of Harry Lime, the fabulous rogue made famous by him in *The Third Man*. Every show is a complete episode — every show stars Orson Welles. Suspense, Intrigue, Danger and Romance run high throughout the series. It is Orson Welles at his very best.
Zither music by ANTON KARAS, composer of *The Third Man* theme, together with full orchestra under the direction of SIDNEY TORCH provide background music for the series.
Produced by
HARRY ALAN TOWERS
LANG-WORTH
DISTRIBUTING CORP.
Walter E. Devine
E. W. Caldwell Ltd.

editorial

NBC and Economics

LIKE MOST NBC affiliates, we find it difficult to comment on the new NBC economic plan, because so far all we have been privileged to see is an economic plan with the economics taken out.

Such elements of the plan as have been disclosed seem, however, to have merit. The very fact that a detailed study of radio network economics was undertaken recommends the work done by NBC.

There is no doubt that the atmosphere in which the radio business exists has changed in recent years. It would be hopeless for radio to try to protect its own *status quo* while its environment was changing. The more intelligent method is to investigate the nature of the evolutionary process and attempt adaptation.

Now adaptation is not usually painless, and in this case it seems assured of producing injury, real or fancied, on several sides.

For one thing, the affiliates whose network rates are to be cut cannot be expected to welcome whatever missionary is sent from New York to reduce their standard of living.

For another, transcription companies doubtless will see in the "Minute Man" part of the plan a cruel encroachment on their territory. NBC candidly admits that the Minute Man programs will be fed to affiliates at lower cost than programs of similar quality can be obtained elsewhere.

The question that must be decided (presumably has been decided but not announced) is whether the over-all effect of the plan will be to further depress the general level of radio rates.

In our view, radio is being sold too cheaply as it is. A further reduction in rate levels would serve only to reduce the income of all elements of broadcasting, networks, stations, transcription companies and every other enterprise that serves radio.

Until we know the economic details of the NBC economic plan and what influence they will exert on the welfare of the entire business of broadcasting, we must content ourselves with a qualified approval.

NLRB Take Note

THE AVERAGE employe in broadcasting earned nearly $5,000 last year, an average income higher than that of any other industry.

The fact that broadcasting workers earn more than any others (and have for 20 of the 22 years the Dept. of Commerce has been keeping records on this subject) should be of great interest to the National Labor Relations Board in considering TV union jurisdiction.

The movie unions are seeking representation of some television employes on the ground that TV is an off-shoot of the movies. Only last week the Screen Actors Guild was supported in this stand by an NLRB decision.

To us there seems to be no doubt that television is not movies but broadcasting. Movies provide seasonal employment, and their wage scales are fixed with that in view. When they work, movie cameramen may make $400 a week, but they don't work steadily enough to take home in a year as much as do TV cameramen who work in a year-around business.

These differences should be borne in mind by the NLRB in settling future jurisdictional disputes between movie and broadcasting unions. Movie scales may make sense in movies, but they would be absurd in television.

Why Waste Channels?

ALTHOUGH it is almost certain that the FCC will adhere to its announced intentions of reserving 209 TV channels for non-commercial, education telecasting, it may be hoped that the Commission will place a definite limit on the time these channels will be kept on ice.

As it now stands, the reservation will be made for an indefinite period, and, practically speaking, it looks to us as though that period could drag on forever, with unused channels lying dormant awaiting tenants that may never come.

We have made this prediction before, and we are gratified to find our belief confirmed by no less an authority on educational broadcasting than Cornell. Michael R. Hanna, who manages the commercial radio stations operated by that university, has advised Cornell that the idea of non-commercial television is "unrealistic." Mr. Hanna says that television costs too much for education to operate non-commercially with any degree of success.

We feel a lot of other institutions which, upon badgering by the organized pressure of the Joint Committee on Educational Television, exuberantly announced they would go into station operation will side with Mr. Hanna when they start looking into the dollars and cents of such projects.

It takes more than exuberance to erect and run a television station. It takes exuberance, experience, a minimum initial cost of $300,000 and an operating budget of somewhere near $350,000 a year.

Those reserved channels should not be allowed to lie around waiting for 209 institutions to come up with that combination of resources. The number will be nearer two than 209.

Along Political Lines

WE, ALONG with others concerned with the well-being and freedom of the broadcast arts, take some measure of comfort in the judgment of the majority of the FCC that the Benton Bill to create a Citizens Advisory Board is a dangerous proposal which could lead to censorship. One has but to take a look at the Washington regulatory and political front to ascertain that censorship is going to be a big issue in the political campaigning next year.

It should come as no real surprise, then, that the FCC vote on the Benton crusade was strictly along party lines. Only Chairman Coy and Vice Chairman Walker, both Democratic stalwarts, dissented. It must be kept in mind that Sen. Benton, a Democrat, is running for re-election. This marks one of the few times in recent years that politics has reared in Commission actions. Three Republican members (Jones, Hyde, Sterling) and one independent (Webster) voted against endorsement of the Benton proposal. Comr. Hennock, a liberal Democrat, did not participate, presumably because of her pending appointment of a Federal district judgeship.

It was only a few weeks ago that Mr. Coy opposed the Benton proposal. But Sen. Benton is a man of great tenacity and persuasion. He changed a phrase here, and a sentence there. Then he announced Mr. Coy's approval. Vice Chairman Walker, it happens, is the only present member of the FCC, who voted for the infamous Blue Book of 1946.

The FCC majority's action, however, should not be viewed as giving the Benton Bill the *coupe de grace*. Remember, Chairman Coy was against it once.

In the realm of public information, the price of liberty is and always has been eternal vigilance.

our respects to:

EDWARD OLIVER LAMB

THE LAST MAN in the world who will deny he loves a good fight is Edward (Ted) Lamb.

This Toledo lawyer, turned broadcaster-publisher, has been steeped in controversy almost all of his professional life.

But, to his credit, he seems to have come out on top all along the line.

Although some of his crusades may have been unpopular among some of his contemporaries in management (he has fought in behalf of many civil liberty and labor cases), success appears to have rewarded his courage and vindicated his principles. Like old soldiers, his past accusers may not be dead, but they certainly have faded away.

Ed Lamb believes in the rights of all the people, not just some of them. The practice of his beliefs has stirred up the controversy.

This spirit of public interest is demonstrated in the operation of his radio and television stations and his newspaper. These are WTOD (AM) and WTRT (FM) Toledo; WTVN (TV) Columbus, Ohio; WICU (TV) Erie, Pa., and the Erie *Dispatch*.

He has newly purchased WHOO-AM-FM Orlando, Fla., subject to FCC approval, for $200,000 from Martin Anderson, publisher of the Orlando *Sentinel-Star* [B • T, Oct. 15].

Earlier, he was unsuccessful bidder for acquisition of WOW-AM-TV Omaha, sold by Ambassador to Ireland Francis P. Matthews and associates for $2,525,000 to Meredith Pub. Co. [B • T, Aug. 13; July 16, 9, 2].

The Lamb stations strive to be an intergal part of community life, taking part in and supporting local drives, public campaigns and causes.

Edward Lamb is trying to make each outlet show why he feels the FCC Blue Book had some good stuff in it in spite of its unwelcomed appearance on the broadcasting scene.

For example, WTVN since its inauguration in 1949 has aired "countless public service features that have met with overwhelming public approval." The station claims to have "led the fight for a $57,000,000 bond issue for better schools, highways, and airport . . . [which] passed overwhelmingly . . ." WTVN in addition regularly schedules programs for state and local government agencies, police and fire departments, boy and girl scouts, local and national charities and religious groups of all creeds.

"A franchise granted by the government implies a recognition that the telecaster will carry out his job in the public interest," a

(Continued on page 55)

Headquarters FOR *Entertainment*

IN BALTIMORE

WCAO

"The Voice of Baltimore"

NATIONAL

More top-rated network radio shows than any other Baltimore station

—•—

LOCAL

Strong local programming delivers big audiences for advertisers—

MUSICAL CLOCK
HOLD EVERYTHING
YOUR FRIENDLY NEIGHBOR
MELODY TIME
BILL DYER SHOW
LOUIS JORDAN SHOW

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
Than All Stations Combined
IN THE
W. Va., Ky., and Ohio Tri-State Area*
*by C. E. HOOPER.....1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

WSAZ-TV
Channel 5

EXCLUSIVE
Coverage
OF THE
HUNTINGTON
CHARLESTON
TV MARKET

ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

front office

ROGER LaREAU appointed commercial manager WTVN(TV) Columbus. HUGH WILSON and RICHARD PERKINS named to local sales staff. JACK DALE named to head sales service.

RODNEY A. QUICK, sales manager KDAL Duluth, Minn., appointed general manager WDSM Superior, Wis.

PAUL H. MARTIN, vice-president and general manager WSKI Montpelier, Vt., to KFXM San Bernardino, Calif., as account executive.

ARTHUR POPPENBERG, King Features Syndicate of International News Service, named account executive on sales staff WBNS(TV) Columbus.

TOM YOUNG appointed to sales staff WEEI Boston. He succeeds THOMAS CALHOUN, resigned to join N. W. Ayer & Sons, N. Y.

G. E. (Steve) STANFORD, local general advertising manager Omaha *World Herald*, appointed sales staff KFAB Omaha, handling local accounts. Mr. Stanford succeeds CARROL LUCE, who is now commercial manager KOMA Oklahoma City.

JACK WARDLE, KSEI Pocatello, Iowa, and HENRY HILTON, manager United Broadcasters, Salt Lake City, appointed account executives KSL Salt Lake City. TOM BOISE, sales staff KSL, resigns.

CHARLIE GRAVETT, account executive WBRD Fort Lauderdale, Fla., appointed commercial manager.

ROBERT W. ROBBINS, Headley-Reed Co., N. Y., to WOV New York, on sales staff.

SEYMORE WHITELAW, sales department KFRC San Francisco, appointed account executive on local sales staff KCBS San Francisco.

CHESTER CHEEK, sales staff Recording Division, WOR New York, named sales manager of division.

KATZ AGENCY, Inc., N. Y., appointed national advertising representative for WOOD-TV (formerly WLAV-TV) Grand Rapids, Mich.

JOHN N. HUNT & Assoc., Vancouver, station representative firm, moves to 198 West Hastings St., Vancouver, effective Nov. 15.

ERWIN ROSNER, to sales staff WPEN Philadelphia. He was sales promotion manager for Penn Fruit Stores.

WILLIAM L. CLARK, sales account executive WPIX(TV) New York, to network television sales staff ABC, effective Nov. 15.

Personals . . .

RICHARD H. MASON, vice president and general manager WPTF Raleigh, N. C., elected president of Raleigh Chamber of Commerce. . . . LINCOLIN W. MILLER, executive vice president KXA Seattle, elected president of Washington State Press Club. . . . JOHN LAUX, managing director of Friendly Group Stations (WSTV Steubenville, Ohio, WFPG Atlantic City, WPIT Pittsburgh, and WBMS Boston, Mass.) and general manager WSTV, named chairman local Crusade for Freedom. . . . HARRY S. SYLK, vice president WPEN Philadelphia, will head Trade Council for 1952 campagin of the Allied Jewish Appeal. . . . DALE TAYLOR, general manager WENY Elmira, N. Y., appointed radio director of American Cancer Society, New York State Div.

PATRICIA KLOSKA, Bolling Co., Chicago, and Henry Gross, married Oct. 6. . . . LEE FONDREN, national sales manager KLZ Denver, elected second vice president of Denver Ad Club. . . . E. K. HARTENBOWER, general manager KCMO Kansas City, Mo., appointed chairman of special events committee for Greater Kansas City United Funds Drive. . . . JOHN ROSSETER, general manager WTVN(TV) Columbus, Ohio, appointed honorary chairman of National Amputation Foundation Drive in Columbus.

P. R. NETWORK

Links Nine Stations

PUERTO RICO'S first radio network, linking nine important cities, began operations Oct. 15.

Stations in the cities now linked are WAPA San Juan, WORA Mayaguez, WPRP Ponce, WABA Aguadilla, WXRF Guayama, WMDD Fajardo, WVJP Caguas, WCMN Arecibo and WENA Bayamón.

Mr. Hull

A newly-formed corporation, The Puerto Rican Network Inc., has been established to finance and program the operation, with central headquarters at WAPA.

President of the corporation is José Ramón Quiñones. Directors are Francisco Susoni Jr., Alfredo Ramírez de Arellano Jr. and Segismundo Quiñones.

Harwood Hull Jr., has been appointed general manager for the corporation and network operations.

The network is patterned after Stateside operations of a similar nature, with the corporation owning option hours on the nine affiliates, thus permitting advertisers to purchase simultaneous broadcasts on the entire network. Outlets at San Juan, Mayaguez and Ponce will be linked by FM channels.

On Oct. 15 operations were initiated with a six-hour schedule of live talent programs. It is expected that this schedule will be increased to nine hours in the near future. Outstanding island entertainers have been signed.

Heading the program department is Emilio H. Medrano, Latin American producer-director, assisted by José Hernández Zamora, José H. Benítez and Carmen Rosa Díaz.

At present, dramatic shows are featured during the afternoon, with evenings devoted mostly to variety shows, quiz programs and comedy.

ANDERSON REELECTED

So. Calif RTNC Names Slate

DAVID ANDERSON, NBC Hollywood news analyst, has been reelected president of the Radio and Television News Club of Southern California. Other officers named include Larry Thor, free lance newsman, vice president; Betty Penny, KNX Hollywood, secretary-treasurer.

Elected to the board of directors were Al Gordon, KFWB; Roger Sprague, NBC; Bob Garred, ABC; Eddie Lyon, KLAC-TV. Carroll Sugar, local publicist was appointed public relations director of the group.

The news club, formerly named the Radio News Club, is now formulating plans for the presentation of a television program similar to their *News Is Our Business* program on KFWB Hollywood.

Respects

(Continued from page 52)

WTVN brochure states.

Being an integral part of local affairs makes good business, too, Edward Lamb insists. That is a part of the Lamb philosophy many other broadcasters also are proving daily.

Mr. Lamb established WTOD in Toledo in 1946. It is a 1 kw daytime outlet on 1560 kc. Its FM affiliate, WTRT, is programmed independently and is claimed to be operating at a profit.

It was FM and the bright promises made for the new medium that brought Mr. Lamb into radio. He subsequently filed for FM outlets in Springfield and Mansfield, Ohio, both of which were granted in early 1948. The permits were dropped later that year because of changed industry conditions. His Unity Corp. also had requested FM stations in Columbus and Lima, Ohio, but these had been dropped earlier.

His appearance in the Mansfield case evoked sharp opposition from a competing applicant, the Mansfield *Journal*, as well as eruptions from Capitol Hill respecting his past "associations" and writings.

But FCC Chairman Wayne Coy at the time stated an investigation found no information to support certain of the charges.

WTVN, granted in early 1948, began serving the Columbus area Sept. 29, 1949. It is assigned Channel 6 (82-88 mc).

WICU, on Channel 12 (204-210 mc), was approved concurrently with WTVN and started serving Erie March 9, 1949. Mr. Lamb acquired the Erie *Dispatch* in 1945.

Born in Toledo

Edward Lamb was born April 23, 1902, at Toledo, the son of Clarence M. and Mary Gross Lamb. He inherited the independence of his father, a commercial fisherman, to such an extent he decided he would even seek his career in another field.

Young Lamb worked his way through Toledo high school and during the early 20s Dartmouth, Harvard, Yale and Western Reserve U. He received his LLB from the latter in 1927.

For a time he taught economics at Columbia U., but quit to "bum around the world" until offered a "swell job" in the law department of the City of Toledo.

By the early 30s Mr. Lamb had opened his own law office and soon claimed to have the largest non-paying practice in the country. He refused to accept retainers from any source, not wishing to be "tied down." Because he enjoyed them, he took a lot of civil liberty cases for racial groups, trade unions and others.

His fight for employes of the Mt. Clemens Pottery Co., supported by the Supreme Court in 1946, established the precedent for labor's claims to retroactive portal-to-portal pay and reportedly instigated some $4 billion in union lawsuits against U.S. industry.

"It was a lot of fun," Mr. Lamb says, "but when anyone says that it was secretly financed by 'subversives' that's a lot of hooey. I paid more than $10,000 of hard earned American bucks out of my own pocket for that case. But if it did some good for the American people, the time and effort was well worth the candle."

His law practice hasn't been wholly on labor's side of the fence. He has represented many top industrial and business concerns in other cases.

He married Prudence Hutchinson in 1931. They have two children, Priscilla Prudence, age 13, and Edward Hutchinson, 18. The Lambs keep apartments in the cities where they have properties. Mr. Lamb insists that "if they're well run, they're closely supervised."

Mr. Lamb owns amusement parks and other properties, writes newspaper columns and makes a lot of speeches. His hobby, above all others, is skiing and he will talk for hours about the slopes here and abroad.

Mr. Lamb is a member of "all the legal, newspaper and radio fraternities and organizations in the book," and belongs to social and civic clubs in several cities. He is a founder of the National Lawyers Guild and was executive vice president from 1939 to 1944.

Frequently making news broadcasts on his stations, Mr. Lamb sees television as "electronic journalism," which hasn't even scratched the surface of its future usefulness.

FIFTH anniversary celebrants marking CBS Radio's *Grand Slam* tenure are (l to r) John J. Karol, CBS vice president in charge of Radio Network sales; Lee Mack Marshall, advertising manager, Continental Baking Co., continual sponsor of program; Irene Beasley, show's star, and Raymond K. Stritzinger, chairman of board and president, Continental.

Taylor Confirmed

SENATE last week confirmed Telford A. Taylor, a former FCC General Counsel, as Administrator of the Small Defense Plants Administration [B • T, Oct. 15]. Mr. Taylor has been associated with the Joint Committee on Educational Television, where he served as general counsel.

NARND SETS DATE

To Honor Old Timers

'OLD TIME' radio-TV newsmen will be honored at the sixth annual convention of the National Assn. of Radio News Directors Nov. 12-14 at Hotel Sherman, Chicago.

NARND President Ben Chatfield, WMAZ Macon, Ga., has asked stations to send him brief biographies of newsmen who have been in the field for a decade or longer. The association plans to present certificates of service to those newsmen who have been in news work the greatest number of years.

Winners of awards will be announced at the convention and will be presented trophies and certificates. Basket Mosse, radio division chairman, Medill School of Journalism, Northwestern U., Evanston, Ill., said he was pleased at the number of entries this year.

Newsmen and station managers planning to attend the convention are urged to make reservations immediately through Mrs. Catherine Lowery, Hotel Sherman.

CHICAGO RADIO COUNCIL

Adds Seven to Staff

SEVEN staff members have been added to the Radio Council of the Chicago Board of Education because of expanding activities, Director George Jennings said last week. The council plans more work in film and television.

New personnel includes Reginald King, formerly of KFIO Spokane, who is program director. Irwin Knehans will direct film and television work. Supervising the enlarged production division is William Bromfield, who has worked at CBS-TV New York. Helen Swanson has been added to the music department. Eleonor Podrivacky has charge of all foreign-language programs on the Council station, WBEZ (FM).

New writers are Jack Piller and Milton Cohen. Latter has written freelance radio and TV scripts.

10,271 118,036 HOURS ON THE AIR! COMMERCIALS!

. . . that's ED WILSON'S RECORD IN 9 YEARS ON KWK.

This record of experience shows Ed Wilson really gets RESULTS for his sponsors! At 7:30 a.m. and 3 p.m. daily Ed's listeners gather 'round . . . and he sells them!

KWK

Globe-Democrat Tower Bldg. Saint Louis

Representative The KATZ AGENCY

COPYRIGHT BILL

Would Broaden Law's Scope

A HOUSE committee is in favor of broadening the copyright law to protect recording rights of authors of non-dramatic literary works [B • T, May 21, 14].

A bill (HR 3589) which would do just that was approved last week by the House Judiciary Committee and sent to the House where it was placed on the consent calendar. This means the bill could come up at any time and be passed without vote if there is no objection.

The law already affords rights to authors of dramatic works. However, it does not give the same number of rights for all classes of copyright material although it lists various kinds of material which can be copyrighted and assigns certain rights to each.

Effect of Revision

Change in language favored by the House committee would give rights to non-dramatic material corresponding to those given to music—that is, for performance "for profit." In addition, recording rights are extended.

Originally, the committee had difficulty in deciding whether to accord the same recording rights for sermons or lectures that literary works have. It solved this by extending public performance rights with a "for profit" limitation. No recording rights were extended.

It also voted to extend recording rights to dramatic works, to clear up that section of the law, which gave public performance rights without a "for profit" limitation.

When hearings were held on the bill last May, NARTB, which appeared in opposition, expressed fear the suggested change in the law might create a new-type "licensing society" made up of authors and publishers, which could attempt to negotiate with each station in the country for poetic "license" in setting a fee.

A committee staff member, who aided in writing the committee's report, said the objection was academic as there is no evidence such a society would be created.

Another objection voiced by broadcasters was the $250 minimum penalty involved. Spokesmen requested that the penalty be reduced to a nominal fee. However, the committee upheld the penalty in the bill, saying: "It is believed that the subject of damages which affects many of the other provisions of the copyright law requires special study as a separate problem or in relation to a complete revision of that law."

In its report, the committee pointed to testimony by Vince Wasilewski, NARTB attorney, in which he said: ". . . in principle it is difficult to disagree with the proposition that an author should be compensated for the planned commercial use that a broadcasting station makes of his work."

SMILES are reflected all around as the Sales Promotion Committee of the California Broadcasters Assn. pose with Randy Allen, Hollywood model, at an SCBA salesmen's rally at Hollywood Roosevelt Hotel. They are (l to r): Calvin J. Smith, president, KFAC; Tom Frandsen, sales manager, KMPC; Miss Alkin; Stanley Spero, account executive, KFAC; Sydney Gaynor, commercial manager, KFWB, all Los Angeles. RIAGAM on badges worn by committeemen stands for Radio Is America's Greatest Advertising Medium.

If You Want Me To Hear Your Sales Story—Put It On

WREN
TOPEKA

ABC
5000 WATTS

WEED & CO. NATIONAL REPRESENTATIVES

SCBA 'Whingding'

ADVERTISING agency executives, for the first time, will participate in the annual stage "Whingding" of the Southern California Broadcasters Assn. when held at Oakmont Country Club in Glendale next Monday (Oct. 29). Golf tournament and banquet in past years have been "closed shop" for network and station men, station representatives and trade press. J. Frank Burke Jr., president and general manager of KFVD Los Angeles, is general chairman.

NEW MONTHLY publication, *The Capitol-izer* is being sent by Capitol Records Inc. to its library subscribers. Four-page booklet includes sales stories of subscriber stations, news of artists, new releases and production aids.

Strictly Business

(Continued from page 14)

years later, after six weeks of supervising business in Walker's New York office, she joined the John E. Pearson Co.

Miss Fisher has the blue ribbon for being Pearson's oldest employee in time of service. Her territory includes Detroit, Cleveland and all of Indiana.

A member of the Chicago Television Council and former secretary of the Radio Management Club, Miss Fisher lives on the near north side with her son by an earlier marriage, Roger Douglas, 13. Rog, an eighth grader, displays a glimmering of enthusiasm for drama but is more passionate about model railroading.

A veteran sailor ("all I really do is sit"), Miss Fisher has been on summer sailing trips with friends for the past three years. This year, minus the necessary wind, she spent most of her two weeks sitting aboard the Cara Mia yawl outside Green Bay, Wis. The boat won the Mackinac regatta four times, three times consecutively—"but the wind cooperated a lot more."

W. W. CARRUTHERS

Don Lee Executive Dies

FUNERAL services for Walter W. Carruthers Jr., 38, vice president in charge of engineering, Don Lee Broadcasting System, Hollywood, were held Oct. 17 from the Church of the Recessional, Forest Lawn Memorial Park, Glendale Calif. Mr. Carruthers died Oct. 15 at Good Samaritan Hospital, Los Angeles, after a short illness.

Mr. Carruthers

Mr. Carruthers joined Don Lee in 1938 as a program technician. In 1942 he left to become project supervisor for the U. of California Division of War Research, returning to Don Lee three years later as Director of Research. In 1949 he was appointed chief engineer in charge of all radio activities for the network.

He leaves his widow Dorothy, and one son, Walter, III. A brother, John, is building maintenance superintendent for Don Lee.

Currie W. Haines

FUNERAL services for Currie W. Haines, 47, art director, McCarty Co., Los Angeles advertising agency and commercial artist who died at his home in Pasadena Oct. 12, were held Oct. 15 in Pasadena. Mr. Haines had been with the agency since 1926. Besides his widow, Marian, he leaves two sons, Currie W. Jr. and William P.

WSPD SHIFTS

Four Promotions Announced

FOUR promotions were announced last week by Allen Haid, newly-named operating vice president of WSPD-AM-TV Toledo, Ohio [B • T, Oct. 8].

Bob Evans, former sports director and production manager of WSPD, has been named program director for the combined operations.

Mr. Evans

Mr. Evans, a graduate of Ohio State U., brings to his new position more than 15 years of broadcasting experience.

Other new promotions include those of Laura Jeffries, traffic manager who assumes additional duties of office personnel manager; Lester Dana, who becomes assistant program director and production manager, and Richard H. Gourley, who will head the reorganized promotion department as promotion manager.

Wes Shannon will continue as sales manager of WSPD-AM-TV and William Stringfellow will continue as chief engineer of the combined operations.

CANCELLATION SUIT

Ex-Operator of KBLF Wins

SUIT for $938.72, filed by Press Assn. Inc. against Dr. R. G. Frey, formerly licensed to operate KBLF Red Bluff, Calif., ended in the doctor's favor last week when a California judge ruled that the physician had a right to cancel the agreement with the association to furnish news to the station.

The association's suit was based on an agreement of July 1947. Dr. Frey contended he terminated the agreement in January 1949 by notifying the association to that effect. The case hinged on interpretation of certain letters.

Surrick Elected

JOHN E. SURRICK, vice president and general manager of WFBR Baltimore, has been elected president of the Chesapeake Bay Fishing Fair Assn. Mr. Surrick has been serving as second vice president of the association. The Fishing Fair, attended by anglers from throughout the United States, will be held next year at Tilghmans Island, Md. WFBR covers the event with studio and remote broadcasts.

Mr. Surrick

air-casters

HANK STOHL, producer-announcer WLWD (TV) Dayton, to WSAZ-TV Huntington, W. Va., in same capacity.

FRANK GALEN, writer-producer-director CBS Radio and Television, named head writer of CBS Television *Alan Young Show*. He replaces **PAUL HENNING**, resigned to devote full-time to CBS Television *George Burns and Gracie Allen Show*.

LESLIE A. HARRIS, recording division and sales service department, NBC Radio, to ABC, as presentation writer in radio sales development.

W. W. DIEHL, manager Hamilton Wright Publicity Office, San Juan, P. R., to MBS, as feature editor of press information staff.

ELLIOTT McCAULEY, chief announcer WBRD Fort Lauderdale, Fla., appointed program director.

SIDNEY NADLER, film editor WOR-TV New York, appointed assistant film director WXEL Cleveland.

RENEE MICKLIN named assistant in program department KFAB Omaha. **CAROL JEAN FROST** to continuity department. She suceeds **OLIVE PERCIVAL**, resigned to be married.

ROBERT A. HIBBERT Jr. appointed program director WVCH, Chester, Pa.

DAVE YELLIN, producer of *The Cliche Club*, to NBC-TV, as studio supervisor.

BOB BARBER, program director and announcer WCUM Cumberland, Md., appointed staff announcer WMAR-TV Baltimore.

LARRY BERNS, producer-director CBS Radio, Hollywood, takes on additional duties as network's West Coast talent scout for both radio and TV.

CHUCK PHILLIPS, WONW Defiance, Ohio, and **REX RUCKER**, WIBA Madison, Wis., appointed to announcing staff WMAW Milwaukee.

MARY AGNES HATAGAN to WKBN Youngstown, Ohio, as women's commentator. She will handle *Just For You* program under the name of Elaine Carroll.

BOB KING, disc jockey WSID Baltimore, to WCAV Norfolk, in same capacity.

ROBERT MURMUR, WESX Salem, Mass., appointed to announcing staff WCCM Lawrence, Mass.

MARY J. THOMPKINS named assistant to **KATHLEEN CROUCH**, transcription librarian WHAM Rochester, N. Y.

ISABEL SHAFFER, musical director WSJS Winston Salem, N. C., entertained as organist at luncheon for President Truman on his recent visit to city.

JIM HAWTHORNE, comedian-disc jockey, starts five weekly 15 minute *Hawthorne's Mailbag* on KNX Hollywood.

MILTON CHARLES, organist on CBS Radio *Dr. Christian Show*, signed for similar duties on NBC *Roy Rogers Show*.

NORMA SHEALY, receptionist WIS Columbia, S. C., selected "Miss Southern Belle" for South Carolina. She will compete with 15 other southern beauties in Atlanta for the "Miss Southern Belle" title. Winner will receive Hollywood contract and tour of United States and Europe.

Miss Shealy

LEONARD CARL appointed to announcing staff KMA Shenandoah, Iowa. He has just been discharged from Army after serving as chief of Information and Education section for Japan-based Army groups.

JIM SIMPSON appointed to announcing staff WESC Greenville, S. C., replacing **HUB TERRY**, resigned.

IRENE BEASLEY, hostess of *Grand Slam* on CBS Radio, named honorary chairman for radio for National Bible Week, Oct. 15-21.

MARTY PINSKER to program and production department WFIL Philadelphia.

BILL BRABSON and **ED WOLPERT** named to announcing staff WFPG Atlantic City, N. J.

HARRY J. MUNRO appointed public relations manager CKY Winnipeg.

CHARLES H. UNDERWOOD, program director WMBS Uniontown, Pa., father of boy.

News . . .

NICK BASSO, staff announcer WSAZ Huntington, W. Va., appointed news director WSAZ-AM-TV.

FRANCIS (Pete) TULLY Jr. broadcasting 15-minute news commentary over Maine Broadcasting System. Mr. Tully was Washington correspondent for Yankee network.

BOB BARAGER appointed news editor WRNY Rochester, N. Y.

BAYLISS (Jim) CORBETT, news editor WFDF Flint, Mich., appointed news editor WFIN-AM-FM Findlay, Ohio.

GUY DOBY to news staff KMA Shenandoah, Iowa. He was with WOC Davenport.

HARRY L. COHOON Jr., announcing staff WHIM Providence, appointed news editor WORC Worcester, Mass.

RAYMOND LAWS, announcing staff WHAM Rochester, N. Y., transfers to news department.

KEN KANTOR, NBC war correspondent in Korea and Japan, and **MAURIE SAVAGE**, San Diego newsman, to NBC Hollywood, as press representatives.

NANCY MILLER, news bureau CBS Radio, Hollywood, and Don Sherman, married Oct. 20.

"till forbid . . ."

Seventy percent of WLAV advertisers remain on WLAV—so long that we'll wager they've forgotten the date of signing. We're listing a few here because they deserve our national thanks. And, too, they're the truest testimonial to the power of radio and of WLAV to deliver more listeners and more sales for each dollar invested. More than incidentally, it's a list on which *you* belong. And soon.

11 YEARS
Boston Store
Mich. Gas Co.
Holsum Bread

10 YEARS
Bennett Fuel
Burkholder Chevrolet
Fox Jewelers
Herrud Packing
Wurzburg

9 YEARS
Economy Shoes
Fox Brewing Co.
Sears Roebuck
Texas Company

8 YEARS
Central Reformed Church
Children's Bible Hour
General Mills
Goebel Brewing
Hickok Oil Company

6 YEARS
Baxter Laundry
Chase & Sanborn
Cody Cafeteria
Elston Storage
Frost Pack
Jergens
Philco
Swift & Co.

5 YEARS
A C Spark Plugs

4 YEARS
J & J Music Co.

3 YEARS
Atlas Brewing
Galewood Outfitting
Griffin Shoe Polish
Lever Brothers
P. Lorillard
Republic Distributing

. . . but never forbid

WLAV

Grand Rapids, Mich.
AM-FM • ABC for
Michigan's Second Market

CELEBRATING affiliation of NBC and WDSU New Orleans was network show, *Way Down Yonder*. On hand are (l to r) Robert D. Swezey, WDSU gen. mgr.; Ben Grauer, guest m.c. for show; H. W. Slavick, gen. mgr., WMC Memphis; Paul Hancock, NBC sta. rel. dir., and Louis Read, WDSU coml. mgr.

WHEN General Electric assumed sponsorship of CBS Radio's *Football Roundup* series, Sports Director Red Barber (l), host on program, had as special guest William Sahloff, gen. mgr. of G-E Receiver Dept.

TALKING over the return of NBC's *Halls of Ivy* and debut of CBS-TV's *Playhouse of Stars*, both sponsored by Schlitz Brewing, are (l to r) Sigurd S. Larmon, Y&R president; Mrs. Larmon; Ronald Coleman, star of program. Behind Mrs. Larmon is Ted Rosenak, Schlitz adv. & merchandising mgr.

JON ARTHUR (l), star of *No School Today*, ABC co-op show, shakes hand of Henry Sloman, v. p. of Blossom Dairy, Charleston, W. Va., show sponsor on WKNA Charleston. John Waddell, head of radio-TV for G. P. Gundlach Co., counselor to dairy, looks on.

REVIEWING his orders with Capt. B. A. Flatt, Military Air Transport Service, Long Beach, Calif., is Ralph Story of Columbia Pacific's *Top of the Morning* radio series, just prior to four-week tour of Europe, Near East and African Army bases. Mr. Story will tape-record interviews with Californians overseas.

TELLING Dr. Ross Dog & Cat Food dealers via closed circuit about ad campaign on the sponsor's new Columbia Pacific *Theater of Famous Radio Players* are (l to r) Edwin W. Buckalew, gen. sls. mgr., Columbia Pacific; D. B. Lewis, president, Lewis Food Co., maker of Dr. Ross Foods, and Mike May, sls. mgr., Lewis Food Co.

PROMOTION SONG

Issued by RCA Thesaurus

RCA THESAURUS library service has joined the nationwide radio promotion drive by issuing to station subscribers two special recordings of the transcribed song, "Wherever You Go, There's Radio"—having borrowed its title from a slogan coined by the United Detroit Radio Committee—according to A. B. Sambrook, manager of RCA Recorded Program Services sales.

Claiming to be the first transcription library to record and distribute the tune to radio stations, the Thesaurus is "helping to put its subscriber stations actively into the industry-wide promotion effort, Mr. Sambrook stated, adding that "both versions are set up in different time-lengths so as to afford stations versatility of use."

As an added boost, Thesaurus is sending an accompanying letter to subscribers suggesting they use the promotion jingles for station breaks, disc jockey programs, radio exploitation program signatures, opening and closing program themes, and to begin and end the broadcast day.

WPAZ STARTS

Pottstown Daytimer on Air

WPAZ Pottstown, Pa., 1370 kc with 1 kw daytime, went on the air Oct. 1, it was announced last week by Pottstown Broadcasting Co., licensee. Herbert Scott is general manager of the station, located at 247 High St., Pottstown. National representative is William G. Rambeau, New York.

Other officers include Ralph Mellon, chief engineer; Clifford M. Chafey, sales manager; Bud Bentz and Lou Douglas, disc jockeys; Charles King, sports director; Sidney Omarr, news editor; Jean Coleen, news reporter; Faye Scott, bookkeeper; Martha King, copy writer; Fred Mills and William Smith, engineers.

Seattle Civic Group

SIX Seattle radio executives have been appointed to the civic committee which will plan and direct the Puget Sound city's year-long centennial observance. Those appointed include Mrs. Scott Bullitt, owner of King Broadcasting Co.; O. W. Fisher, president-general manager of KOMO; Saul Haas, KIRO president; J. Archie Morton, KJR general manager; Henry B. Owen, executive vice president of KING, and Loren B. Stone, KIRO general manager. Also named to the committee were William H. Horsley, Pacific National Advertising Agency; Harry Pearson, of Pearson, Morgan and Pascoe, and Howard J. Ryan, of How Ryan & Son. Seattle's centennial celebration will open Nov. 13 with a visit to the city by General Douglas MacArthur.

CREDIT CONTROLS

Rep. Tackett Hits FRB

IN A blistering attack on the Federal Reserve Board, Rep. Boyd Tackett (D-Ark.) last week branded Regulation W as "one of the most vicious, useless, repulsive and immoral laws ever passed in the annals of a constitutional democracy."

The Arkansas Democrat charged that the FRB is "faking statistics" to establish the need for federal control over installment purchases of radio-TV receivers and other household appliances. His statement was inserted in the Oct. 16 *Congressional Record*.

Specifically, he questioned figures published by the Board claiming that consumers owe $3 billion on household appliances (including radio-TV sets) and an overall total of $19 billion for all goods. Actually, he argued, the total public debt is closer to $7 billion. The board's economists, he asserted, "want you to get the impression that every Tom, Dick and Harry in the country is buying three televisions, four radios and more furniture than he can possibly use." He labeled the $19 billion figure as "phony" and a "sly attempt" to lay the groundwork for permanent consumer controls.

"The Federal Reserve Board has built up such a great name for honesty that Washington correspondents and radio commentators run off with the board's press releases without even checking them," he declared. Meanwhile, "the Keystone cops of the board are falling all over each other in their silly efforts to browbeat the little fellow."

Moreover, he continued, Congress passed a law to regulate retailers and buyers "when they were already doing more than the regulation required anyway."

Credit restrictions on radio-TV set appliances were eased earlier this year by amendment to Regulation W. New terms provide for a 15% down payment with the balance payable within 18 months, compared to former provisions calling for 25% down and 15 months maturity. The board later announced it will crack down on dealers who offer "fictitious" trade-in allowances on appliances [B • T, Sept. 17, 10].

Name Brands Promotion

BRAND Names Foundation Inc., New York, has published a brochure of 35 spot announcements and several vignettes all aimed at telling why it is to the consumer's advantage to buy brand name merchandise. This latest publication is the seventh in a continuing series on spot announcements "designed to help radio stations remind their listeners how the brand names system contributes to America's better living."

Recruiting Funds

(Continued from page 28)

slated to commence Oct. 13 for the duration of the season on 285 network stations at an estimated $117,000. A third program—not yet on the air but earmarked for December—was to have featured Sportscaster Bill Stern on NBC for $254,000.

These three programs actually were committed out of funds for fiscal 1950-51. Defense spokesmen said they had studied the Senate rider and concluded that cancellation of the programs conforms with the spirit if not the literal content of the amendment on paid shows.

The dilemma of the military on this and other media advertising was summed up by Lt. Col. William Berkeley, chief of the Publicity Branch, Military Personnel Procurement Service, Adjutant General's Office.

"We are uncertain about our future advertising plans and even public service shows. The Defense Dept. has launched a study to determine the different methods of recruiting used by the Army, Air Force, Navy and Marines," he explained.

"As you know, the Navy, for instance, doesn't buy time or space for recruiting. These techniques are different from those used by the Army and Air Force. When the study is completed, we will have a basis for unified action for evaluating our future plans."

Col. Berkeley noted that Sen. Joseph O'Mahoney (D - Wyo.), prime mover behind the funds cut, had attacked paid advertising in particular and had questioned the wisdom of the Air Force and Army buying time when the Navy got hundreds of thousands of dollars on the air free.

Radio-TV Cited

"Naturally, we are sorry to lose the benefit of these funds for programs and spot announcements," Col. Berkeley told BROADCASTING • TELECASTING. "We have figured that the radio-TV industry has contributed as much as $14 million in free time in any one year. We've been very appreciative of their efforts."

The publicity chief also disclosed that Mrs. Anna Rosenberg, assistant Secretary of Defense (on manpower), had conferred with Sen. O'Mahoney on the issue of public service shows, viz., whether the amendment constitutes a flat prohibition against these campaigns. In the light of the Senator's comments, Col. Berkeley felt, they probably would not be affected.

Col. Berkeley also noted that the funds committed to these network radio programs, and others (*The Big Inning* on MBS, estimated at 50,000, which ended this week; *Roller Derby*, on ABC last year, and Madison Square Garden sports events), brought total radio outlays to approximately $901,000.

The public service aspect is of more significance to broadcasters than was at first presumed. Col. Berkeley said the Defense Dept. had revised its earlier budget estimates this summer, scrapping plans for a paid $735,000 spot campaign scheduled for next spring. This was done, he added, because of the $900,000-plus expenditure for radio programs out of 1950-51 funds.

If public service drives are permitted to continue unmolested without touching on paid monies, broadcasters presumably will be asked to donate time for this campaign at least equivalent to the $735,000 sum.

The latest breakdown, furnished by Col. Berkeley, allots $45,000 for TV production and no funds for radio itself. The breakdown adds up to $2.1 million for advertising, the figure originally requested in the budget, plus another $1 million to be expended at the local Air Force and Army office levels.

Newspaper Allotments

While the breakdown is now inoperative because of the action of the conferees' committee on S 5054 the allotments are revealed as follows:

Newspaper supplements, $257,000; TV production, $45,000; magazines, $1,110,190; preparation of materials, $174,618; recruiting publicity, $15,000; films and training aids, $75,000; research, $10,000; reserve for "unanticipated costs," $277,982.

The maneuver to cut advertising funds for recruiting was viewed with concern by NARTB, Grant Advertising, the U. S. Chamber of Commerce and newspaper and magazine associations [B • T, Oct. 15, 8]. By an ironic twist, printed media probably will view the ban with greater alarm than broadcasters because of its traditional prohibition against free advertising space. Radio-TV, on the other hand, had always justified its share because of the industry's munificence in doling out free time.

In appreciation of this gesture, the Defense Dept. in its original budget extended a 40% share to broadcast media, compared to 25% for newspapers and 20% for magazines. In the revised estimates, authorities noted, the $901,000 compared favorably with the $1 million-plus allotted newspapers.

A similar proviso against savings bond advertising in all media had been written into an omnibus military expenditures bill (HR 5215) by the Senate Appropriations Committee.

The Senate rejected the rider in principle on the floor after stern opposition from Sen. Styles Bridges (R-N. H.), but agreed to reconsider it in conference committee. Technically, the upper chamber adopted only that portion of the Bridges amendment calling for a fund reduction from $1 million to $500,000, and rejected the ban against radio, TV and other advertising by refusing to accept the committee proposal *in toto*.

Floor proceedings on the now celebrated case of the "modified amendment to an amendment" were so involved that neither Sen. Bridges nor the Appropriations Committee were certain whether the Senate had, in fact, approved the entire Bridges proposal.

It was revealed that radio and its advertisers had contributed over 50% of all free measurable advertising to savings bond drives over many of the past 11 years.

Conferees met last Wednesday to study differences between the lower and upper house versions, but reached no decision on that phase of the bill.

Comprising the conference committee are Sens. Kenneth McKellar (D-Tenn.), Carl Hayden (D-Ariz.), Richard B. Russell (D-Ga.), Pat McCarran (D-Nev.), Joseph O'Mahoney (D-Wyo.), Styles Bridges (R-N. H.), Homer Ferguson (R-Mich.), Kenneth Wherry (R-Neb.) and Guy Cordon (R-Ore.). Selected from the House were Reps. Clarence Cannon (D-Mo.), Albert Thomas (D-Texas), Jamie Whitten (D-Miss.), John Taber (R-N. Y.) and Glenn Davis (R-Wis.).

WGAF to Join ABC

WGAF Valdosta, Ga., will join the ABC radio network, effective Nov. 1, to bring total affiliates to 297 stations. A 5 kw, fulltime station, WGAF operates on 910 kc and is owned by the Valdosta Broadcasting Co. George B. Cook is manager.

LIFE INSURANCE

AAAA Offers Members Plan

GROUP Life Insurance Plan, open to employes of its 225 member companies, has been put into effect by the American Assn. of Advertising Agencies.

Reportedly the first nation-wide plan of its kind in the agency business and one of the few in the advertising industry, the plan provides life insurance for all full-time employes in amounts prorated to the individual's earnings up to a $10,000 maximum. Accidental death and dismemberment coverage is included. At least 23 member agencies had subscribed to the plan before it was put in operation on Sept. 23, although subscription is not open to those with main offices in Texas or Ohio, where state insurance laws prohibit joining.

Plan allows for membership by agencies with too few employes to have their own group insurance, it was pointed out, and provides for favorable subscription rates due to group participation. Trustees are J. Lewis Ames of Ruthrauff & Ryan, and John L. Anderson of McCann-Erickson. Insurance will be carried by the Prudential Co.

KTTV (TV) Los Angeles commended by Television Committee of Los Angeles 10th District California Congress of Parents and Teachers for its successful efforts in trying to have televised the hearings of the House Un-American Activities in city.

in Omaha

KBON SELLS MORE MERCHANDISE

ARBI

the Advertising Research Bureau, Inc., recently posed questions to shoppers in a department of Nebraska Clothing Company, exclusive ready-to-wear store for men, women, and children to determine the relative effectiveness of equally budgeted radio and newspaper advertising. After interviewing those people who had purchased, or inquired for the test merchandise, ARBI's computed figures showed:

	Radio KBON	Newspaper	Both	Other	Total
% Traffic	43.2%	24.3%	10.8%	21.7%	100.0%
% Purchasing Merchandise	81.3%	55.6%	75.0%	100.0%	78.4%
% Dollar Value of Purchases	23.5%	13.7%	4.5%	58.3%	100.0%

Buy KBON . . . the Station That Gets Results!

KBON CARRIED ADVERTISING FOR 248 LOCAL MERCHANTS IN THE FIRST SEVEN MONTHS OF 1951

KBON INLAND BROADCASTING CO.
WORLD INSURANCE BLDG., OMAHA
Paul R. Fry, Pres. and Gen'l Sales Mgr.
John E. Pearson, National Repr.

MAGNECORD

New Corporations Formed

MAGNECORD Inc., Chicago, last week announced formation of two new corporations, the Magnecord Western Hemisphere Corp. and Magnecord International Ltd.

Mr. Barker

President of both new firms is C. G. Barker. Ad. Auriema will serve as manager of both corporations and will have offices in New York.

Magnecord Western will conduct business in North, Central, South America and Canada, with the aim of creating new markets for U. S. goods.

Other Officers

Other officers of this corporation were listed as John Boyers and Arthur Towell, vice presidents; Robert Landon, secretary, and Armin Buetow, treasurer. Members of the board of directors are Mark Goldberg and Messrs. Barker, Towell, Landon and Boyers.

Magnecord International will handle all Magnecord business outside of the Western Hemisphere. Its aim will be the creation of new markets for U. S. goods and the goal of distributing manufacturing "know-how" to countries unable to do the manufacturing themselves. This corporation also will license firms for manufacturing in foreign countries.

Members of the board of Magnecord International unit are Glen D. Roberts, Louis Paley and Messrs. Barker, Boyers and Landon. Mr. Buetow serves as treasurer of the international firm also.

BRAND SURVEYS

KMA Studies Foods, Drugs

KMA Shenandoah, Iowa, has just published its 1951 Brand Distribution Surveys for drug products and for food and grocery store products.

Harold B. Arkoff, KMA promotion manager, said extensive research over several months took station representatives more than 2,500 miles into Iowa, Nebraska, Missouri and Kansas to obtain the data.

In each survey, the sample remained the same as in previous years, so comparisons could be made.

The food and grocery products survey was made by the KMA merchandising staff which checked 75 grocery stores in 34 towns of the four states. This same staff checked 50 drug stores in 40 towns of the four states for the drug products survey.

Mr. Arkoff said KMA will send copies of either or both surveys on request.

"For those who demand the highest standard of fidelity and sensitivity"
Permoflux
DYNAMIC
HEADPHONES
Ray Block
Orchestra Conductor
"...The Permoflux High Fidelity Dynamic Headphones exceed in every way any other phones I have ever used."
UNSURPASSED FOR BROADCASTING, TELEVISION AND RECORDING USES!
Permoflux High Fidelity Dynamic Headphone — Model DHS-17 with Model No. 1505 Ear Cushion.
New developments in design make possible the use of these units in applications heretofore not covered in the electronic field. Permoflux offers the finest headphones made for broadcast, television and recording uses as well as monitoring, audio metric work and auditory training.
Send today for the new Permoflux catalog #J203 for the latest information on the new Permoflux Dynamic Headphones and "Champion" line of Speakers.
PERMOFLUX CORPORATION
4901-J W. GRAND AVE., CHICAGO 39, ILL. • 236 S. VERDUGO RD., GLENDALE 5, CALIF.
Canadian Licensee—Campbell Mfg. Company, Toronto, Canada

allied arts

RICHARD H. GEDNEY, midwestern representative United Artists' Corp., named sales representative for United Television Programs, distributors of national and syndicated film programs. He will work from UTP Chicago office, 360 North Michigan Ave., and will serve several midwestern and southwestern TV markets as well as Chicago agencies.

J. W. MILLER Co., Guilford, Conn., announces addition of ten more stations using its new quiz show *Hold The Phone.* Number of stations now carrying program is 60.

LESLIE F. BIEBL, program director Associated Program Service, N. Y., to Air Music Inc., same city, as director of programming for the firm's FM background music service.

CALVIN BELL, vice president Tele King Corp., N. Y., appointed to electronics products-end equipment industry advisory committee of National Production Authority.

WILLIAM E. (Bill) LANE, radio sales department WWJ-AM-TV Detroit, appointed director of sales and advertising Video Films, Detroit.

WALT HEEBNER, west coast artist-repertoire representative RCA-Victor, to Capitol Records, Hollywood, as independent producer in album repertoire department. He assists **FRANCIS M. SCOTT,** director of album recording.

BEN PEARSON, radio-television director Stempel-Olenick, L. A., to newly-organized Federal Television Corp., L. A., radio-TV packager and talent agency, as vice president. **WILLIAM COLLIER Jr.** is president; **LEO LEFCOURT** is also associated with the new firm. Offices are at 211 S. Beverly Drive. Telephone is Crestview 4-5488.

Equipment . . .

H. U. MANN Co., Chicago, appointed distributor for Bendix Radio & Television Div., Bendix Aviation Corp., Baltimore.

GENERAL RADIO Co., Cambridge, Mass., announces publication of catalog M, listing all types of equipment produced by company. The 249-page catalog features pictures and diagrams of equipment.

JACK F. McKINNEY SALES Co., Dallas, Texas, named sales representative for cathode-ray tube division, Allen B. DuMont Labs., Passaic, N. J. Company will cover jobbers in Texas, Oklahoma, Arkansas, Louisiana and Mississippi.

PAUL ECKSTEIN, sales manager Hallicrafters, Chicago, resigns to form his own electronic manufacturers sales representative organization. Offices are located in Pure Oil Bldg., 35 E. Wacker Drive, Chicago.

RCA Engineering Products Dept., Camden, announces new and compact studio consolette providing flexible speech input system for AM, FM and TV stations. New consolette, BC-2B, is successor to company's 76 series.

NORAN E. KERSTA Co., Garden City, N. Y., has released brochure describing company's consultanting service to TV broadcasters. Piece covers all aspects of its service.

W. H. ALLEN, renewal sales section of tube department RCA Victor, appointed eastern district renewal sales manager. **VICTOR WILLIAMS,** renewal sales section of tube department, appointed southeastern district renewal sales manager. **W. H. GARRETT** appointed central district renewal sales manager. **CHARLES BROKAW,** appointed renewal sales manager of western division.

EDWIN R. LIBERG appointed supervisor of custom engineering for Audio & Video Products Corp., N. Y.

BENDIX RADIO & TELEVISION Div., of Bendix Aviation Corp., Baltimore, announces publication of new humorous booklet for TV servicemen entitled *Blue Book of TV Servicing.* Forty-page booklet gives "do's and don't's" and tips to TV servicemen about getting along with customers.

LINDBURG INSTRUMENT Co., Berkeley, Calif. (phonograph equipment), moves to larger headquarters at 1808 Harmon St.

K. J. FARTHING, sales manager of Canadian Westinghouse Co. Ltd., Hamilton, Ont., appointed manager advertising department.

PHILIP S. BEACH, assistant to president Pacific Outdoor Advertising, L. A., appointed to newly created position of advertising director Hoffman Radio Corp., that city.

BRUSH DEVELOPMENT Co., Cleveland, Ohio, announces new headphone receiver featuring high fidelity and smooth frequency response. Headphone receiver is available in three styles, Double Headset BA-206, Single Headset BA-207 and Lornette Style BA-208.

D. S. BELDON, radio sales manager for Receiver Dept., General Electric Co., Syracuse, appointed national account sales manager for department.

D. E. WESTON Jr., television sales manager of department, succeeds Mr. Beldon, as radio sales manager. **R. V. BUIVIDE,** district manager in Minneapolis for department, appointed assistant radio sales manager.

Technical . . .

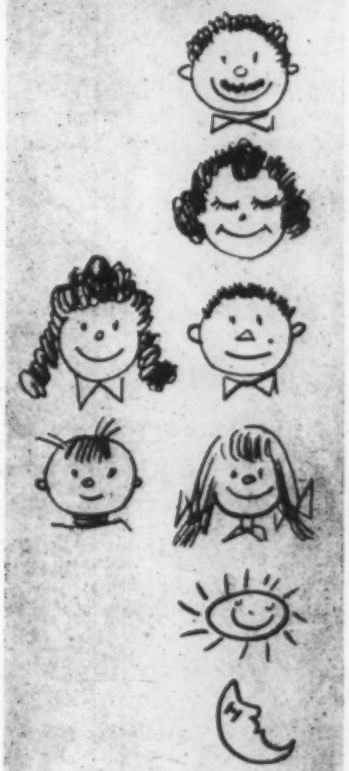
ERNEST T. ROBARGE, WKNE Keene, N. H., to WKNY Kingston, N. Y., as chief engineer.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

TELECASTING

KTLA

SELLS THE WHOLE FAMILY—ALL THE TIME!



not just MEN--

8 of the 'Top 10 Men's Shows' are on **KTLA** ★

NOT just WOMEN--

7 of the 'Top 10 Women's Shows' are on **KTLA** ★

NOT Just TEENAGERS--

8 of the 'Top 10 Teenagers' Shows' are on **KTLA** ★

not Just CHILDREN--

7 of the 'Top 10 Children's Shows' are on **KTLA** ★

NOT Just DAYTIME--

9 of the "Top 10 Daytime Shows" are on **KTLA** ★

NOT Just Evenings--

8 of the "Top 10 Evening Shows" are on **KTLA** ★

★ Tele-Que, September 1951

KTLA

LOS ANGELES

CHANNEL 5

KTLA Studios 5451 Marathon St., Los Angeles 38 HOllywood 9-6363
Eastern Sales Office 1501 Broadway, New York 18 · BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

KTLA — THE BEST ADVERTISING BUY IN LOS ANGELES

You get a BIG BONUS IN SETS

ON **WFBM-TV** INDIANAPOLIS

Says **RUSSELL E. ARCHER**, *Manager*
ARCHER & EVINGER
Television and Radio Parts Wholesalers
1348 Wabash Ave., Terre Haute, Indiana

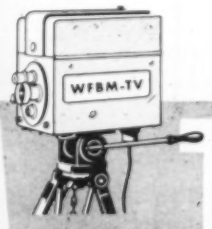
"The channel six antenna is the only one worth-while in Terre Haute (seventy-four miles from Indianapolis) . . . there are now about 2000 sets in Terre Haute and Vigo County."

● WFBM-TV is a big plus value for anybody's advertising dollar! Ask the men living *outside* this station's 60-mile area (where 171,250 TV sets are currently installed) . . . they'll tell you you're beamed to the HEART PLUS of the lush Hoosier market when you are on Indiana's FIRST station. Thousands of "bonus" sets, in a wide fringe area, are bringing in WFBM-TV *exclusively!* Plan now to include Indiana's pioneer station in your recommendations . . . it's today's biggest TV buy!

*Source: Broadcasting-Telecasting, Oct. 22, 1951

The home of WFBM-TV at 1330 North Meridian Street in Indianapolis is a beautiful new building, designed exclusively for radio and television. Complete facilities for both studio productions and film presentations are available.

First in Indiana



WFBM-TV

Channel 6, Indianapolis

REPRESENTED NATIONALLY BY THE KATZ AGENCY

National Press Bldg.
Washington 4, D. C.

OCTOBER 22, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TELECASTING

NBC TV AFFILIATES

Air Their Demands at Rump Meeting

NBC's television affiliates called on the network last week to pay them more money and to stop a number of practices the stations don't like.

They laid down demands at a rump meeting held Thursday at the Stevens Hotel, Chicago.

Unlike many rump meetings, however, the NBC affiliates' all-day session was a calm and orderly proceeding.

Contrary to prediction of many affiliates, the meeting did not turn into a general gripe session about the upcoming, but yet undisclosed, AM network contracts.

Among the half-hundred station men who met Thursday were many who came with AM blood in their eyes. They had to be satisfied with a TV-only discussion, however, because the organizing committee led by Walter J. Damm, WTMJ Milwaukee, insisted on following the original TV agenda despite the desire of delegates to loose their aural network complaints.

Shortly after the meeting convened, with Mr. Damm elected to the chairmanship, the delegates adopted a TV-only policy that effectively squelched those who were more concerned about their aural contracts. Copies of the following statement were handed through the door to the policeman on guard and made available to business paper reporters:

Improvement Meeting

"On motion duly made and seconded, the chair was instructed that it was the consensus of the meeting that the meeting was called primarily to improve and strengthen the NBC TV network and to improve the relationship between NBC and its TV affiliates, and that therefore no public announcement should be made of the business transacted."

Before the meeting was under way Mr. Damm sent a telegram to BROADCASTING • TELECASTING explaining that the TV meeting was called long before NBC's plan to revise radio contracts had been announced. He was "embarrassed" by suggestions that AM network-affiliate relations would be discussed, he wired.

The meeting was slow getting started but by noon Thursday about 50 delegates were in the meeting room.

Among those not invited were representatives of the network, though a number were in town in case they could be of service. NBC held open house at the Stevens after the meeting.

Discussion proceeded along the format of the prepared agenda and in quiet, sincere manner despite the controversial nature of the topics.

Sports telecasts, an important part of the average TV station's programming, drew close attention including the relative value of the Wednesday vs. Friday night boxing bouts.

Some stations argued NBC is too slow in making its monthly settlements. They want their money sooner and suggested the network speed up its accounting.

And so the complaints ran, hour after hour, as TV operators swapped experiences and took apart the whole network operation.

By the end of the day many affiliates felt the meeting had produced constructive suggestions and had prevented hard feelings. They appeared in agreement that basis had been laid for mutual understanding during the NBC affiliates convention to be held in late November at Boca Raton, Fla.

Get 'Gripe' Session

As NBC officials pointed out, however, the affiliates are allowed a whole day for organized griping during the annual network conventions and presumably there will be such a day at Boca Raton.

With the NBC video affiliates in session just one day before the NARTB Television Code meeting (see code story page 23), the station spokesmen discussed NBC's own video code and the way it is operated. Some affiliates argued the NBC code isn't properly supervised, a situation that was declared to bring violations from time to time.

As might have been expected, the network's video affiliates had a number of complaints about rates. They were concerned about free hours contributed to the network and about guaranteed rates for stations. They complained about optional time provisions of network contracts and they thought something ought to be done about the pay they get from NBC during summer vacation periods.

In the programming discussion it was suggested that the network

(Continued on page 78)

FILM SHOWS

May Mean Success For Locals—Moore

FILMED shows, produced especially for television, will play a major role in successful local video station operation, Richard A. Moore, general manager of KTTV (TV) Hollywood, told NARTB District 16 members last Monday at the Beverly Hills Hotel. (District 16 story, page 28.)

Declaring that independent TV stations can and do compete with network stations for the advertiser's dollar, he said outlets in smaller cities need programming of greater stature to bolster their local shows.

"It would prove more profitable to devote a sizable number of hours to film programming," Mr. Moore said. "It will help pay the freight. Films will be bought and paid for by advertisers who demand that type of programming on television."

Mr. Moore believes film can be most effective, an incentive for an advertiser to by-pass live network and use independents in selected markets. The time differential is an important factor, he stressed.

Local programming in the Los Angeles area already has won the audience. Despite microwave relay independents continue to hold that nighttime audience, he said, pointing to recent surveys.

Despite microwave relay shows beaming into the area, he predicted local stations will continue to hold their own because of (1) the time differential which leaves prime nighttime hours free of microwave relay competition and (2) because of appeal of local special events and local personalities.

Station managers at the district meeting were told that the kinescoped programs did not have viewer acceptance in the Los Angeles area.

Because of its "island" situation, Los Angeles, with seven TV stations, has made a great contribution on the entertainment level, Mr. Moore declared. With a lack of big budgets for entertainment shows, he said stations have concentrated on personalities rather than production.

"The personality of the performer comes through not submerged with elaborate sets or costumes," he said.

Public service coverage of local events establishes the station's personality and character too, according to Mr. Moore. He believes that despite the TV networks, an independent video station can achieve a place in the community with the advertiser.

Advance Registration at The Chicago Sessions:

Paul Adanti, WHEN-TV Syracuse; Helen Alvarez, KOTV Tulsa; Campbell Arnoux, WTAR-TV Norfolk; Harry Bannister, WWJ-TV Detroit; Charles E. Bell, WBTV Charlotte, N. C.; Walter Bowry, WTVR Richmond; Otto A. Brandt, KING-TV Seattle; Frank B. Bremmer, WATV Newark; Edward H. Bronson, WBNS-TV Columbus; Mrs. A. Scott Bullitt, KING-TV; George M. Burbach, KSD-TV St. Louis; Kenneth L. Carter, WAAM Baltimore; Robert B. Cochrane, WMAR Baltimore; Walter J. Damm, WTMJ-TV Milwaukee; Lyle Demoss, WOW-TV Omaha; Ralph Evans, WOC-TV Davenport, Iowa.

Harold Fair, WHAS-TV Louisville; William A. Fay, WHAM-TV Rochester; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; James M. Gaines, WNBT New York; R. B. Hanna, WRGB Schenectady; James C. Hanrahan, WEWS Cleveland; Ralph Hansen, WHAS-TV; Jack W. Harris, KPRC-TV Houston; Wilbur M. Havens, WTVR; Sherman K. Headley, WTCN-TV Minneapolis-St. Paul; John B. Hill, KOTV; Harold Hough, WBAP-TV Fort Worth; Leslie C. Johnson, WNBF-TV Rock Island, Ill.;

Norman C. Kal, WAAM; Gaines Kelley, WFMY-TV Greensboro, N. C.; John A. Kennedy, KFMB-TV San Diego; William F. Kiley, WFBM-TV Indianapolis; Harry Kopf, WNBQ Chicago; Phillip G. Lasky, KPIX San Francisco; U. A. Latham, WKRC-TV Cincinnati; Harry LeBrun, WCPO-TV Cincinnati; Nathan Lord, WAVE-TV Louisville; Clair R. McCollough, WDEL-TV Wilmington, Del. and WGAL-TV Lancaster, Pa.; John McCormick WNBK Cleveland; Dwight W. Martin, WLWC Columbus, WLWD Dayton and WLWT Cincinnati; Ralph Nimmons, WFAA-TV Dallas; George Patterson, WAVE-TV.

Paul Raibourn, KTLA Los Angeles; Leonard Reinsch, WSB-TV Atlanta; Clyde Rembert, KRLD-TV Dallas; L. H. Rogers, WSAZ-TV Huntington, W. Va.; W. D. Rogers, KEYL-TV San Antonio; Irving R. Rosenhaus, WATV; B. J. Rowan, WRGB Schenectady; Frank M. Russell, WNBW Washington and NBC.

Ernest C. Saunders, WOC-TV; Alvin D. Schrott, WJAC-TV Johnstown, Pa.; Henry W. Slavick, WMCT Memphis; M. D. Smith, WBRC-TV Birmingham; Robert D. Swezey, WDSU-TV New Orleans; Donald W. Thornburg, WCAU-TV Philadelphia; E. R. Vadeboncoeur, WSYR-TV Syracuse.

William D. Wagner, WOC-TV; Lee B. Wailes, WAGA-TV Atlanta, WJBK-TV Detroit and WSPD-TV Toledo; M. C. Watters, WCPO-TV; Irving C. Waugh, WSM-TV Nashville; Russel G. Winnie, WTMJ-TV; Chris J. Witting, WABD New York, WDTV Pittsburgh, WTTG Washington and DuMont.

SMPTE SESSIONS

500 Attend Convention

A PLAN for a "large-scale independent research program" in which the television and motion picture industries would "pool our resources and knowhow" was supported vigorously by Donn B. Tatum, director of television for the ABC Western Division and general manager, KECA-TV Los Angeles in a luncheon talk Oct. 15, opening day of the convention of the Society of Motion Picture and Television Engineers.

Nearly 500 engineers attended the five day technical meetings of the group's 70th semi-annual convention held at the Hollywood (Calif.) Roosevelt Hotel.

Seeing the relationship between television and motion pictures as a "friendship" rather than as a "marriage" Mr. Tatum emphasized that, although the two were separate media, their many similarities make it inevitable for them to accept each other and work together.

"Both television broadcasting and the motion picture industry will flourish and continue to be successful as the years go by", he predicted. "They are not mutually exclusive media of communication and entertainment." Complimenting each other, he felt each will occupy its own "particular and important niche in the lives of American people."

A very substantial part of all the television programming, he pointed out, will be produced on motion picture film. Thus, the "great pool of administrative, creative, artistic and technological talent as well as the production facilities of the motion picture industry will constantly be more and more devoted to the making of filmed television programs."

Cause of Changes

He stated that television would bring about changes in the business and methods of producing motion pictures for theatre exhibition purposes when the "current TV allocation problems" have been resolved and more and more television stations come on the air. These changes would include the elimination of many motion picture houses, lessening of film costs and lower production of motion pictures made for theatre exhibition, thus allowing more major motion picture studio capacity for the making of television films and at lower costs than is now possible.

In conclusion Mr. Tatum urged those members of both industries who eye each other with distrust to "forget your differences and accept each other, because that is what you are inevitably going to have to do."

Peter Mole, of Mole-Richardson, Los Angeles (electronic equipment manufacturers), and president of SMPTE, presided over the meet.

Tossing a cooperative eye towards theatre television in an opening talk at the luncheon, Mr. Mole stated that "I believe movies and television are now finding a common ground for their mutual benefit and will complement each other."

Another highlight of the luncheon was the presentation by Mr. Mole to Otto H. Schade, RCA engineer, of the first David Sarnoff Gold Medal for achievements in television and motion pictures. The engineer, with the RCA Tube Department in Harrison, N. J. for the past 20 years, was cited specifically for his recent development of a system of universal ratings with which the quality of 35 mm motion picture film can be measured for the first time in objective mathematical terms.

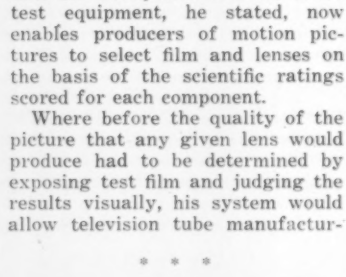
The award, sponsored by RCA in cooperation with SMPTE, was established earlier this year.

Mr. Schade presented a technical paper on the system at the afternoon session on theatre television, first of the convention's technical meetings.

The universal ratings made available by his system, he pointed out, can be applied to measure with scientific objectivity the picture quality of all picture-producing instruments, including television camera tubes and kinescopes. Utilization of the system and its allied test equipment, he stated, now enables producers of motion pictures to select film and lenses on the basis of the scientific ratings scored for each component.

Where before the quality of the picture that any given lens would produce had to be determined by exposing test film and judging the results visually, his system would allow television tube manufacturers, film processors and others to quickly and accurately determine response characteristics with electronic instruments and apply the numerical ratings produced against mathematical optimums.

* * *



RECEIVING the first David Sarnoff Gold Medal Award for outstanding technical achievement in television and motion pictures is Otto H. Schade (l), RCA engineer. Presentation was made by Peter Mole, president, Society of Motion Picture & Television Engineers

Speaking at the same session Phillip J. Herbst, RCA technical administrator for Standard Products Engineering, Camden, disclosed that RCA is undertaking a broad research program leading toward further improvement in the quality of kinescope recordings in television.

The best means of assuring acceptable quality in kinescope recordings at the present time, Mr. Herbst stated, is through careful control over lighting, staging and camera operations.

Eight factors causing degradation of picture quality in kine-recording have been identified by RCA technicians, he said. These are faulty scene lighting; poor handling of the studio camera; improper adjustment and maintenance of levels in amplifying circuity associated with the recording monitor; optical and mechanical losses introduced in the system by equipment and components; film size and film processing methods.

RCA, he said, has embarked on a program aimed at developing methods to minimize these losses and distortions encountered.

Two other RCA engineers, L. T. Sachtleben and G. L. Allee of the firm's RCA Victor Division, Camden, described at the same session the development of special optical systems for powerful projectors that throw television pictures onto big movie screens.

RCA Pioneering

Discussing the pioneering work RCA has done on the Schmidt-type projection optical systems for theatre television, they pointed out that one problem in this field has always been that the brightness of the image on the seven-inch picture tube is low compared to tungsten and arc lamps used in motion picture film projectors. This, they said, called for better lenses and more effective use of the available light.

Papers also were delivered at the Monday afternoon session by F. N. Gillette, Blair Foulds and E. A. Hungerford, Jr. of General Precision Laboratory, Pleasantville, N. Y. Speaking on "A Direct-Projection System for Theatre Television," Mr. Gillette discussed new commercial equipment for direct-projection, followed up by a description of installation features and performance data.

Mr. Foulds and Mr. Hungerford, taking up the subject "A Television Camera Adaptable to Theatre Network Use," described a TV camera chain which incorporates many new mechanical and electrical control features making it suitable for the rigorous aristic demands of the motion picture industry. The camera, they pointed out, is also readily convertible to proposed higher standards for better quality television images which will be needed for theatre television on a private circuit basis.

Further television sessions were held Monday night. Technical papers were delivered at that time by A. G. Jensen, R. E. Graham and C. F. Mattke, of Bell Telephone Labs., Murray Hill, N. J., on "A Continuous Motion Picture Projector for Use in Television Film Scanning"; A. S. Quiroga and Cameron G. Pierce, ABC Hollywood, on "Motion Picture-Type Lighting in Television"; A. D. Fowler, Bell Telephone Labs., N. Y., "Observer Reaction to Video Crosstalk in Television Pictures"; G. C. Higgins and L. A. Jones, Eastman Kodak Co., Rochester, "A Method of Making Objective Measurements Which Correlate With Subjective Picture Sharpness."

Lubcke Talk

At the color television session Tuesday night, Harry R. Lubcke, consulting television engineer, Hollywood, told the engineers that color TV offered theatres a tremendous opportunity for increasing their box office. Theatre men, he said were the logical ones to develop and exploit color TV. Not having the adaption problems besetting home set owners, they could easily adapt large-screen equipment to color.

Highlight of the talk was the disclosure of his development of two new devices to reproduce color images. One device, he explained, simplifies the tri-color tube by eliminating the mask and using a converging magnetic field in its place. The other, he said, departs from all prior devices by producing a multi-color image within the fluorescent screen itself.

At the same session William E. Evans, Stanford Research Institute, Stanford, Calif. discussed advances leading to more efficient utilization of the transmission band for color video signals.

Other highly technical papers were delivered by Richard S. O'Brien, CBS-TV New York on "Conversion of Monochrome Studio Equipment for Color Standards," and D. F. Foster, Hazeltine Research of Calif., "Some Fundamental Considerations in Color Television."

Alliance Spot Drive

ALLIANCE Mfg. Co., Alliance, Ohio, maker of Alliance Tenna-Rotor and the Alliance Tenna-Scope, a TV booster, announced last week that its TV spot campaign, now in its 30th month, is currently running on 70 stations. The company is represented by Foster & Davies, Cleveland.

A DAIRY'S DIARY

RECORDS ANOTHER VIDEO SUCCESS

THIS YEAR, for the first time, Golden State Co., largest producer of dairy products in California, used television as well as radio. The results have been so impressive that Clark Pettit, advertising and sales promotion manager of the firm, says TV furnishes the "greatest impact of any media" with which he has had experience.

But care must be taken in selecting television entertainment, Mr. Pettit finds. Viewers are apt to regard the TV program as "another product" of the company sponsoring the show.

The accompanying article describes some of the experiences of the Golden State Co.

"WITHOUT QUESTION, the greatest impact is created by television."

That is the firm belief of Clark Pettit, advertising and sales promotion manager of Golden State Co., California's largest processor and distributor of dairy products.

"Last year we did not use television as an advertising medium," Mr. Pettit continued. "This year, in spite of 'unusual' weather which made summer seem like winter throughout most of the state, our ice cream sales were much greater for the first half of the year."

"That is particularly impressive when it is compared with the average increase of 2% for the entire ice cream industry in the state."

Golden State sponsors two weekly TV shows, both feature-length movies. One is on KLAC-TV in Los Angeles and the other is on KRON-TV San Francisco.

Although Mr. Pettit has faith in TV as a sales tool for dairy products the firm uses a great deal of radio too. Singing commercials are used in A, B and C markets in the state supported by outdoor and newspaper advertising. Spot announcements, sponsored by the firm's 48 branches, are heard throughout the state.

The advertising department is now considering the use of a radio show on 16 stations in California this fall.

A Firm Belief In Video's Power

But Mr. Pettit is convinced that television "is more than a medium."

"Our shows both in Los Angeles and San Francisco are among the leaders in ratings of this type of program," he continued. "The response to these shows indicates that we are televising what the public likes. It is not unusual for stores carrying our products to be sold out completely of the advertised item the day following our television show.

Reaction to television, which Golden State has found so satisfactory from an advertising standpoint, is quite different from that to any other media. Viewers of TV shows are unusually critical of the show itself and often this interest carries over into reaction for or against the sponsor's product, Mr. Pettit finds.

"We have to continue to think of television as a medium to advertise our products, but we also have to regard the show, which includes the commercials, as another product," he says.

Television shows, he explained, are apparently regarded by viewers as a product they have purchased and the responsibility for their quality rests with the sponsor. If the show is good, the company's products are good and the viewer has the means to demonstrate his evaluation of the show by approving or disapproving the company's products.

Speaking of the movies sponsored by Golden State, Mr. Pettit pointed out that many people like mystery or detective films. When one is shown, they write in and urge the company to show more of them. If a love story or comedy is screened, they complain about the picture. It is almost a demand.

"Unless you show more detective pictures," one viewer wrote, "we will stop being customers of Golden State."

"We invited our neighbors over last night to see your show," another said. "It was loaded with sex and crime and alcohol. It certainly doesn't bring credit to your milk."

And a representative of the anti-detective story faction wrote: "We all agreed not to even watch next week's attraction, as there is enough crime in everyday life without indulging in criminal movies, too."

While there are letters of criticism Golden State finds the overwhelming majority of letters and phone calls are in favor of the shows. Typical are:

"We buy Golden State products on the delivery route in an effort to do our part in keeping this good entertainment on television."

"Thank you for the perfection in Golden State products and in *Movie Time* entertainment."

"My wife and I enjoy your programs very much. It cannot be too much to pay for such pleasant entertainment to change from . . . to Golden State. We now buy your products exclusively."

There are hundreds of others.

"We've learned that we can't please everyone," Mr. Pettit says. "But the startling thing to me is that the reactions should be so violent, either for or against the show. What other type of advertising is there that will make a consumer buy your products in preference to a competitors just to show his appreciation for the advertising?"

The dairy company advertising in all media features is a Little Wizard, who lives in the fanciful land of Ohs and Ahs, where ice cream cones grow six feet high and ice cream sundaes reach the sky (see illustration above).

The Wizard with his attendant characters from the mythical land are ideal for a visual medium.

Suited Well For TV Use

The characters were worked out by Dan Bonfigli, art director of the Guild, Bascom & Bonfigli agency which handles the Golden State advertising. They were used in newspaper advertisements, car cards and billboards as well as on television. The voice of the Wizard is heard on radio.

The firm expends a major portion of its advertising budget on television and plans further expansion as new stations are established in secondary markets.

* * *

Mr. Pettit (left) and W. H. Reuter, Golden State's Southern California advertising manager, watch rehearsal of commercials for the Golden State Movie Time *show.*

AMA CLINIC

TV's Health Education Role Cited

TELEVISION can play a prominent role in helping today's doctor practice preventive medicine, Dr. Louis H. Bauer, president-elect of the American Medical Assn., told participants in an AMA Clinic on "Television in Health Education" last week.

"The whole problem," he said at the New York meeting Tuesday, "involves the responsibility and teamwork of the medical and allied professions, the public health departments, voluntary agencies and welfare departments. When we come to that part of the program which requires radio and television, the networks have a responsibility, too, and their representatives must form part of the team."

Citing television as an excellent medium for health education, the doctor, in his keynote address, said that AMA activities in TV date from 1946. He described television as forming "an important and well attended part" at both annual and interim AMA meetings, with exhibits, general programs, and sessions of the House of Delegates all telecast and with doctors learning new surgical techniques via telecast operations.

Ted Cott, general manager of WNBC and WNBT (TV) New York, urged health educators to use an integrated approach to the handling of their television programs. "To my mind, there are five possible approaches," he told representatives of medical societies, voluntary agencies, drug companies, universities, advertising agencies and broadcasters.

He listed these: "The emotional approach—as typified by Milton Berle's marathon for the cancer fund. The money was raised, but the audience may not have learned anything about health education. The disembodied approach—perhaps the more common of these is the script beginning with 'the little man.' The sacred approach, in which this or that 'cannot be done.' The incestuous approach, in which only those already interested and informed on the subject are attracted. And the integrated approach."

"In approaching the TV station," Mr. Cott observed, "most public service agencies ask for time. It's not actually time they want, but audience. And they should be as factual as a commercial broadcaster in setting themselves to sell that audience health education just as the commercial advertiser sets himself to sell a product."

"Listeners' reactions" were discussed by Roy K. Marshall, producer-moderator of *The Nature of Things* and educational director of WFIL Philadelphia, who said that the public wants to be informed. "This is amply demonstrated by every discussion program which has ever been on the air," he said.

"While much attention in the industry may be paid to ratings," Mr. Marshall explained, "it's people to whom we are speaking, and the direct human reactions of the audience should not be underestimated. Even though a health education program may hold a small rating, its value cannot be entirely estimated by such measurement."

Three kinescopes of health education programs were presented in the afternoon, followed by an open discussion led by Seymour N. Siegel, director of WNYC New York. The clinic was under the general supervision of Dr. W. W. Bauer, director of AMA's Bureau of Health Education.

Commenting on "What's on the Air?", Dr. Ralph Creer, director of the AMA motion picture bureau, said, "Some of the people who are responsible for health programs are not familiar with the use of the visual medium. Too much of the program is taken up with verbal comment. A greater effort should be made to utilize models, charts, graphs, sections of motion pictures or at least a blackboard chalk talk . . . The narration should support the visuals rather than carry the entire weight of the program . . ."

SAG WARNS

Dual Release Ban Cited

TELEVISION film producers in Hollywood and New York were notified last week by Screen Actors Guild that contracts with them would be cancelled if their TV films were released for showing in motion picture theatres without their negotiating for additional payment for actors.

Effect of such cancellation would be that no Guild member would work for that producer.

The SAG action was a result of the Guild learning that "certain producers" of film originally made for television exhibition were contemplating releasing such film to motion picture theatres.

In the notice the Guild reminded the 44 Hollywood and approximately 25 New York producers that Producer-SAG revised basic contract of 1948 provided that, in the event any film produced after Aug. 1, 1948 is exhibited over television, *excepting only film made exclusively for* television exhibition, the Guild may terminate the contract on 60 days notice. Unless satisfactory financial arrangements, approved by the Guild, are made with the actors involved, it further stated, this dual exhibition would bring about cancellation of the producer's basic contract with the SAG.

JACOBSON NAMED

Takes CBS-TV Post

APPOINTMENT of David J. Jacobson to the newly created directorship of public relations for CBS Television was announced by J. L. Van Volkenburg, president of the television division Oct. 16.

Mr. Jacobson's responsibility will include press information, color television and CBS television city, now under construction in Hollywood. The need for a full-scale department of public relations had been dictated by the greatly expanded scope of CBS television operations, Mr. Van Volkenburg explained.

To assume his new duties Nov. 12, Mr. Jacobson leaves his present position as public relations supervisor of Young & Rubicam, which he has held for the past six years.

Jensen to Speak

A. G. JENSEN, head of Bell Telephone Labs., is to discuss color television tonight (Monday) at the monthly meeting of the Academy of Television Arts & Sciences, Los Angeles.

PRATT CONFERS

Sees President On Policies

ORGANIZATION pattern to be followed by government agencies in the formulation of national and international frequency policy was discussed briefly in a conference last week between President Truman and Haraden Pratt, his new telecommunications advisor.

The Chief Executive and Mr. Pratt, who resigned as vice president of American Cable & Radio Corp. to assume the government post, were reported to have agreed on a general course of action for resolving spectrum problems.

The role of the FCC and the Interdepartment Radio Advisory Committee, representing the Defense, State and other departments, were explored in the preliminary meeting. Size of the staff which will assist Mr. Pratt in adminstering his functions also was discussed.

The 60-year-old former IT&T executive, who was sworn in 10 days ago, declined to comment specifically on details brought up during his conversation with Mr. Truman.

His initial move, Mr. Pratt said, would be to confer with representatives of the various government agencies with whom he will deal.

Asked what evaluation he would place on the possibility of additional spectrum space for radio-TV broadcasters, Mr. Pratt said his objective will be to attempt to resolve problems which affect "the national interest." The facts touching on the allocation of frequencies as between government and non-government users are "well known," he added.

CBS TV Breaks

NEW symbol for CBS Television use in station identification breaks was scheduled to be introduced during all network cues Saturday. Shaped like an eye, the insignia is set against a background of clouds. In the center of the eye is the phrase, "CBS Television Network." Symbol was designed by William Golden, creative director of CBS-TV's advertising and sales promotion department, and ties in with the eye theme currently being used in network advertising and promotion.

SET PRICING

OPS, Industry Meets

SPOKESMEN for TV and radio set manufacturers huddled with Office of Price Stabilization officials in Washington last Wednesday to see what can be done to get a ceiling price regulation tailored to needs of their industry.

Problem they presented the government was the difficulty within the industry to scale down large inventories in view of the first-quarter 1951 market drop. They pointed out that the manufacturers are operating at a narrow profit margin.

Discussed was a way to price TV sets that would be agreeable to all of the industry.

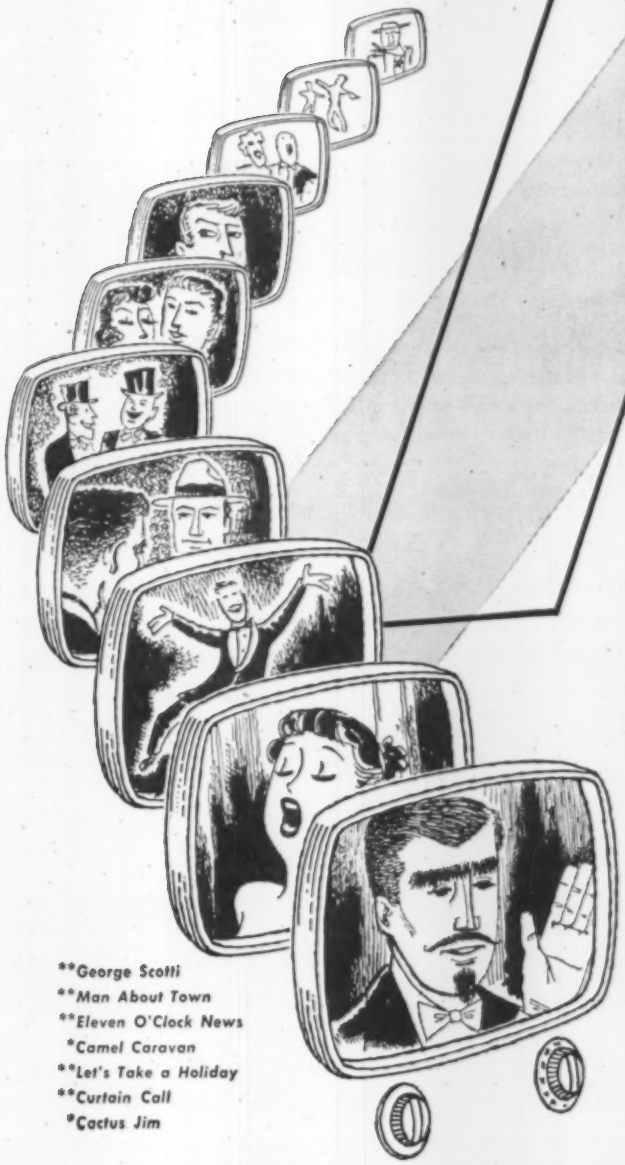
An OPS spokesman said the government could do one of four things to set a price regulation for the industry. It could (1) bring the industry under Ceiling Price Regulation 22; (2) set the price at the prevailing level existing between Jan. 25 and Feb. 24 of this year; (3) bring the industry under the Capehart formula, that is, highest price between Jan. 1, 1950 to June 24, 1950 with consideration of changes in costs incurred after the latter date to July 26, 1951; or (4) freeze the price at the general level existing before cut-off date.

However, advisory committee members chucked out CPR 22 as not being suitable to the industry's needs since TV has been developing rapidly.

Upshot of the meeting was a recommendation that a committee of five be appointed to figure out ways and means.

At the meeting were C. P. Baxter, RCA Radio and TV Div.; A. B. Chambers, Allen B. DuMont Labs; Arthur L. Chapman, Sylvania Radio and TV Div.; Richard A. Garver, Admiral Corp.; W. J. Halligan, The Hallicrafters Co.; Larry F. Hardy, Philco Corp.; Gerald Light, Emerson Radio & Phonograph Corp.; G. W. Thompson, Arvin Industries Inc.; and I. W. Wyckoff, Pilot Radio Corp. Bruce A. Coffin, CBS-Columbia, a member of the advisory group, was not present.

7 out of 10 . . . TOPS!



That's a remarkable record for any TV station in any market. In Detroit, **WWJ-TV** has it!

According to Pulse, Inc. July-August ratings—**seven out of the top ten** multi-weekly shows are on **WWJ-TV**

Five** of these seven originate with **WWJ-TV** and its staff.

Two* are NBC shows.

This teaming of talents and reliability of production have consistently enabled **WWJ-TV** to provide its advertisers with the largest and most responsive audience in the great and prosperous Detroit Market—where family income is the highest of all major cities in the U. S. A.

**George Scotti
**Man About Town
**Eleven O'Clock News
*Camel Caravan
**Let's Take a Holiday
**Curtain Call
*Cactus Jim

FIRST IN MICHIGAN *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
ASSOCIATE AM-FM STATION WWJ

WWJ TV
NBC Television Network

Is your advertising agency prepared to put you on TELEVISION...at a profit?

Television has "arrived" in many agencies...but not every agency has "arrived" in Television! Advertisers are learning that experience is the only teacher in making Television pay a profit

Now that the press-agentry is giving way to audience statistics...now that rosy predictions are being replaced by solid case histories...now that advertisers are after *sales* instead of mere prestige...the whole picture is beginning to get clearer.

Today, there are a number of facts about TV that you can paste in your hat and base decisions on.

One is the fact that Television, as a major medium for selling goods, is here to stay. No other medium in history has ever hit with the terrific impact of TV!

Business men in major industries who, for years, "accepted" advertising as a necessary part of business operation, have been literally amazed on comparing sales figures from TV homes and non-TV homes, TV territories and non-TV territories.

Another fact is that *despite* its terrific impact on sales, Television affords opportunities to *lose* money as well as make it.

In the past year, more than 150 network shows failed to click.

A third basic fact to remember is this: no agency without a long and successful record of selling goods *before the advent of TV* can be expected to better its performance simply because it has a new outlet for its efforts.

A fourth fact becoming apparent to advertisers is that no agency can learn television overnight. Tooling up for television in an agency calls for complete "reconversion"...thorough indoctrination of all executive and creative people ...creation of large and separate departments, and slow, painstaking integration of many new, specialized talents into existing operations.

Shown here are some of the 38 programs telecast each week for clients of the William Esty Company

FOR CAMELS. JOHN CAMERON SWAYZE brings the news to millions five nights a week on the Camel News Caravan. These millions also hear the news that more people smoke Camels than any other cigarette.

FOR COLGATE'S FAB. 5-TIME-A-WEEK, DAYTIME TV ...the dramatic show "Miss Susan"...is making sales—and is reaching viewers at a lower cost per thousand than any other five-time-a-week, daytime dramatic show.

FOR M&M'S CANDIES. "SUPER CIRCUS", highest rating TV network children's program, has given M&M's Candies such a sales boost in 18 months that M&M's is now the number one seller of all bag-packaged candy.

FOR CAMELS. SID CAESAR AND IMOGENE COCA continue in the most sensationally successful TV show of 1950, "Your Show of Shows". Live film and animated commercials on this show sell Camel's sensible *30-Day Mildness Test.*

FOR COCA-COLA. "ROOTIE KAZOOTIE", another five-time-a-week show for The Coca-Cola Bottling Co. of N. Y., Inc., features a steady parade of such youngsters' heroes as Phil Rizzuto, selling the "Coke's A Natural" idea.

FOR COLGATE'S VEL AND SUPER SUDS. "STRIKE IT RICH"—the dramatic, human interest quiz show—is proving that *even in the morning* TV can do a great job. Today "Strike It Rich", at 11:30 A.M., has a higher rating than most *afternoon* TV shows.

That is why you can count on your fingers the number of agencies with really intensive TV experience. Currently, the William Esty Company has more network television programs on the air than any agency in the business... more than a third of its total billings, in fact.

This agency pioneered in TV from its beginnings... currently has 38 separate programs on TV every week... is selling one or more brands of packaged goods to *every TV family* in that area of the country where 66% of all retail sales are made... is investing for its clients sums ranging from $100,000 to several millions a year... and, in return, is obtaining for clients interested prospects at costs as low as *76 cents per thousand!*

The complete story of this agency's TV experience—with facts and figures on *results*—has been put into compact, easily digested presentation form. Advertisers, wondering whether or not they can use TV profitably, will find this material interesting.

A call to Mr. Wood, MU 5-1900—or a note—will bring it to you. Without any obligation on your part.

William Esty Company, Inc.

Advertising

100 EAST 42ND STREET • NEW YORK 17, NEW YORK

MU*rray Hill* 5-1900

FOR CAMELS. "MAN AGAINST CRIME", starring Ralph Bellamy—consistently one of the top two ranking mystery shows—continues for the third straight year . . . and Camel continues to be America's largest-selling cigarette.

FOR COCA-COLA. SHERIFF BOB DIXON entertains the youngsters every afternoon, five days a week. One of several programs a week for The Coca-Cola Bottling Company of New York, Inc.

FOR CAMELS. "THE CAMEL MOVIE HOUR" is presented three times a week, from eleven to midnight, in six major markets—features top-flight films for the late-viewing fans—reaches Camel prospects at costs as low as $1.10 per thousand.

FOR CAVALIER CIGARETTES. THE "GARRY MOORE SHOW" is doing a real selling job. This show was the first successful daytime variety program on Television and constitutes another interesting example of Esty pioneering in TV.

TV SPOTS FOR "EVEREADY" BATTERIES, as well as for Prince Albert Smoking Tobacco and The Coca-Cola Bottling Co. of N. Y., Inc., are currently proving that interesting, memorable Television spots can be a very effective use of the medium.

NON-COMMERCIAL TV

Concept Said 'Unrealistic'

MICHAEL R. HANNA, general manager of Cornell U.'s WHCU-AM-FM Ithaca, last week advised Cornell's administration that the concept of non-commercial, educational telecasting was "unrealistic."

In a report to officials of Cornell, operator of the commercially successful AM and FM stations and applicant for a commercial television station, Mr. Hanna said it was "unrealistic, in the face of costs alone, to assume that education can afford to operate non-commercial television stations which would have to compete for audience with commercial telecasters."

Mr. Hanna said surveys indicated it would cost at least $300,000 to equip a single TV station, not counting housing or studio facilities, and at least $350,000 a year to operate it at satisfactory levels of program quality.

"That is not to say, however," Mr. Hanna said in his report, "that educational institutions should ignore the medium. It is rather a word of warning that telecasting costs money — huge sums of money—and education had better be prepared to meet the enormous costs of producing quality programs in competition for audience, whether the source be tax dollars from the public treasury, as in the case of state institutions, or rich foundations, in the case of privately endowed institutions."

Mr. Hanna said education "would be better advised to abandon plans for going it alone and concentrate instead on building programs for telecasting over commercial facilities."

As a result of its long experience in operating WHCU, Cornell is convinced that advertising revenue is imperative, Mr. Hanna said.

Because of WHCU's financial stability, the station has been able to maintain program standards of much higher quality than would have been possible if the station had depended only on what funds the university could spare.

"By the same token," Mr. Hanna said, "the station has provided an outlet from several sources in the university which has led to a fine harmony between education and the station's self-supporting operation."

Offers Suggestions

Mr. Hanna said it seemed "obvious that all things considered, education would do well to examine its resources, equip itself with facilities for producing programs, even train personnel in the skillful use of television facilities, and then continue to work closely with the existing and soon-to-be constructed television stations built and supported by American business."

He said he did not see "how educational television or educational radio can go it alone and provide programs to supply a station's all-day coverage with a result that will hold the station's audience."

"We see the future as one of achieving a practical cooperation between the university community and the radio and television broadcasting industry," he said.

COLOR TEST

RCA Ends Capital Phase

ALL FCC Commissioners except Comr. Frieda B. Hennock saw RCA's compatible color TV during the nine-day demonstrations in Washington which ended Oct. 19 [B • T, Oct. 15].

Not only the Commissioners, but about 200 other FCC staff personnel also viewed the FCC-rejected system. They included top attorneys and engineers as well as secretaries and clerks.

Comrs. Rosel H. Hyde, Robert F. Jones and E. M. Webster saw the color demonstrations Oct. 15; Comr. George E. Sterling Oct. 16. Chairman Coy and Comr. Paul A. Walker saw the demonstrations the week before.

None would comment on what they saw or how they liked what they saw.

On Oct. 18, National Television System Committee Panel 17 (on color networking) viewed the showings in Washington and held a closed-door meeting for an hour thereafter. Chairman of the panel is Frank Marx, ABC chief engineer.

Almost 500 responses by the public to the RCA color system were received at NBC headquarters in the Trans Lux Bldg. in Washington.

Gilbert on 62

A. C. GILBERT Co., New York (Erector Sets and other scientific toys) will sponsor a quarter-hour film series of *Boys Railroad Clubs* on 62 television stations throughout the country. Charles W. Hoyt Co., New York, is agency.

ATTENDING first luncheon-meeting of the Detroit Television Council were (l to r) Kenneth L. (Tug) Wilson, secretary - treasurer, National Collegiate Athletic Assn. and Commissioner of the Big Ten Conference; Clarence Hatch Jr., council president and executive vice president of D. P. Brother & Co. ad agency, and H. O. "Fritz" Crisler, athletic director at U. of Michigan.

NCAA BLACKOUT

Backfires in Syracuse

CLAIM of National Collegiate Athletic Assn. that TV is to blame for the decline in football attendance was thrown for a loss Oct. 13 at Syracuse, N. Y. On that day Syracuse U. played U. of Illinois at the former's stadium, one of the few times Syracuse has ever played a Big Ten team. TV was blacked out locally that afternon by NCAA so fans could not stay home to look at the Notre Dame-Southern Methodist game on their television.

Despite this compelling situation, the Syracuse-Illinois game drew only 23,000 people into the 39,000-capacity stadium, according to E. R. Vadeboncoeur, WSYR Syracuse vice president. About 9,000 were members of the Syracuse student body.

Nobody is able to explain why such a big attraction drew so small a crowd on a perfect football day, Mr. Vadeboncoeur said, adding that NCAA would have a tough time pinning the blame on innocent TV.

NO CENSORSHIP

Coy Tells K of C Officer

NO CENSORSHIP of TV programs is authorized by FCC or any other government agency, FCC Chairman Wayne Coy wrote Oct. 17 to Joseph F. Lamb, supreme secretary, Knights of Columbus.

The letter, written on the eve of the Oct. 19 Chicago meeting on a TV code by NARTB member stations, was in answer to a resolution by the Supreme Council of the Knights of Columbus adopted Aug. 21-23 in Pittsburgh. It was forwarded to the FCC Oct. 15. It reads:

RESOLVED, That the Supreme Council protest vigorously to the proper authorities and to demand that they take the necessary action to see that all television shows are presented in such a way that they will not offend any person.

Mr. Coy, in his response, said:

The law places the responsibility upon the station licensees themselves for determining the content of programs broadcast by them. They are limited in the exercise of their judgment by requirements of law which prohibit the broadcast of obscene, indecent or profane language and information relating to lotteries.

Since the station operators themselves must make the decision as to what goes on the air over their stations, it appears to me that the substance of the resolution of the Supreme Council is a matter upon which you should consult with the station operators.

Carter Buys Drama

CARTER PRODUCTS Inc., New York (Carter Pills and Nair, Arrid and Rise) will sponsor *City Hospital*, new half-hour dramatic TV show, effective Nov. 3, on alternate Saturdays, 12:30-1 p.m. on ABC-TV. Carter pills and Nair are handled by Ted Bates and Co., New York, while Arrid and Rise are served by Sullivan, Stauffer, Colwell & Bayles Inc., same city.

RCA THEATRE COLOR

Shown in New York

RCA SYSTEM of color television for theatre reception as well as for home use was demonstrated last week at New York's Colonial Theatre, where experimental NBC-TV colorcasts were reproduced as nine-by-twelve-foot pictures projected on the theatre's motion picture screen.

Increased size of the video images had no apparent effect on the quality of the pictures, which seemed as clear, colorful and as free from breakup as previous telecasts utilizing the RCA system which had been viewed on the screens of home-type receivers. Engineers explained that the projection equipment, utilizing three kinescope tubes—one for each color—might well provide better color reproduction than the single tricolor tube of the home receivers.

Dr. David W. Epstein, under whose direction the receiver-projector was developed, said that although the apparatus used at the Colonial Theatre was installed in the audience section of the auditorium, subsequent models will be designed with longer projection range, permitting installation on theatre balconies, which would be essential for their commercial use. There is no reason, he said, why these RCA theatre units cannot be built to project pictures of full theatre-screen size, up to 18 by 24 feet.

The RCA color projection equipment uses the same type of optical system as the company's black-and-white large-screen video projection units currently installed in theatres in New York, Philadelphia, Washington, Chicago, Los Angeles and elsewhere, Dr. Epstein said, recalling that RCA first demonstrated its large-screen monochrome TV receiver 10 years ago at the New Yorker Theatre. The color model, he said, is a "painstakingly achieved refinement of one demonstrated by RCA in 1947 at the Franklin Institute in Philadelphia."

Dr. Epstein explained that the improved color projector-receiver shown last week utilizes three five-inch projection kinescopes—"each coated with a phosphor which glows in one of the three primary colors

(Continued on page 84)

Audience Research has changed TOO!

Broadcast audience research never stands still. And television, with its high costs and new selling technique, speeded the next logical step . . . a measurement of *who* is doing the viewing within a home.

Alert advertisers were quick to recognize that changes in audience composition and viewers per set might easily mean differences of millions of viewers between identically rated programs. Today, ARB reports give ample proof that this is true. Quite often they show a lower rated program actually reaching many *more* of the family members desired by the advertiser.

ARB TV-Nationals and ARB City Reports now supply this information to broadcasters and advertisers as part of an accurate, complete and well-balanced service covering both network and local programs. With the ARB interviewing technique assuring valid diary records in thousands of U.S. television homes each month, many of the following features are available from no other sources.

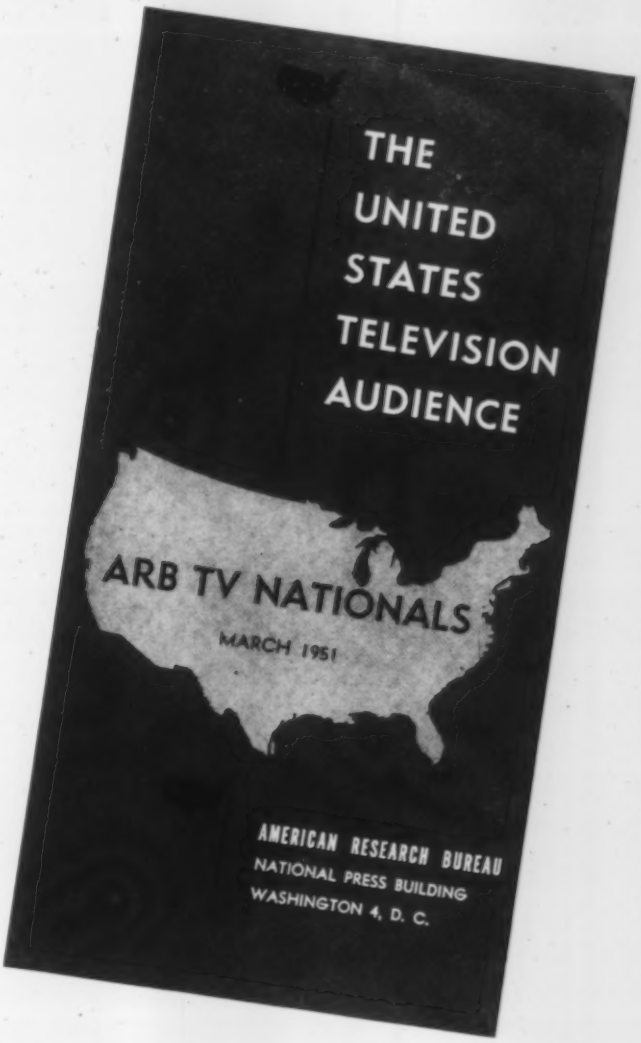
1. *Two* national network reports each month from a large probability sample, covering every county within 150 miles of any TV signal. Sample size permits detailed breakdowns.
2. Ratings, homes reached, and audience composition on *all* network programs . . . commercial *and* sustaining . . . delivered within two weeks.
3. Comparable city data *on the same base* and covering the same period in up to 15 individual markets. Complete reports available in 10 cities.

Why take less than the whole story . . . accurately told? If you're not already using ARB reports, let us tell you more about them. Whether your problem is network or local, ARB can help you save money and sell more. Ask any television research director, then write or telephone us,

AMERICAN RESEARCH BUREAU, INC.

NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.

REpublic 6002—7838—6193
James W. Seiler, Director



COMPLETE CITY REPORTS

Complete ARB TV Reports with all the features of the network study are now available **monthly** in the following metropolitan areas. Others will be added.

New York	Baltimore
Los Angeles*	Washington
Chicago	Boston
Philadelphia	Detroit*
Cleveland	San Francisco*

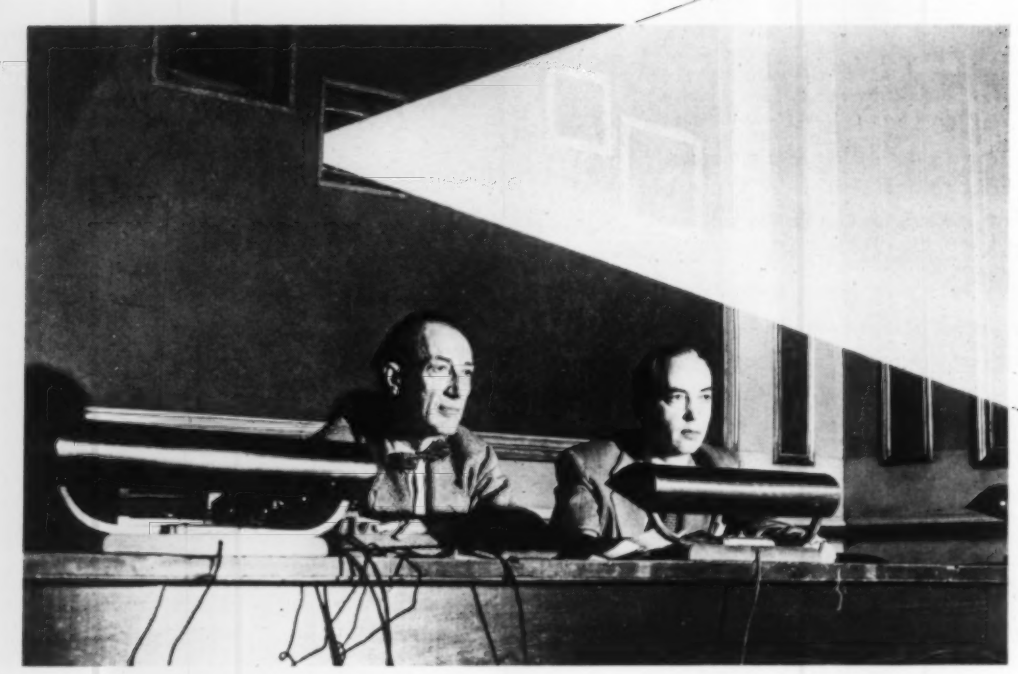
*new

To the station, these current, on-the-spot diary reports furnish an accurate, honest appraisal of audience levels throughout the week . . . a valuable aid in both selling and programming for the future.

To the timebuyer, ARB reports bring factual information on how to reach the **right** TV audiences at the lowest cost per thousand. Based on competent research, they point out favorable factors and guard against "blue sky" ratings and claims. In addition to numerous agency and advertiser subscribers, here are some of the television stations now using ARB reports on a regular basis:

WFIL-TV, WCAU-TV, WNBT, WCBS-TV, WMAL-TV, WNBW, WMAR-TV, WBAL-TV, WXEL, WNBK, WEWS, WENR-TV, WNBQ, WNAC-TV, WBZ-TV.

Scoring from the Kick-Off!



Jack Haney, news editor of Movietone, and Phil Newsom, managing editor of United Press Movietone News, scan news film rushes.

United Press Movietone News starts today. And it's hitting TV screens from coast to coast.

Charter clients are these pace-setters among the nation's stations:

New York—WJZ-TV and WPIX	Cleveland—WEWS
Boston—WNAC-TV and WBZ-TV	Cincinnati—WCPO-TV
Rochester—WHAM-TV	Los Angeles—KECA-TV
Detroit—WXYZ-TV	Nashville—WSM-TV

United Press Movietone News is bringing to television two things TV had to have to make news programs pay—world-wide, top-speed news coverage and nation-wide, top-speed delivery of news film.

Only the biggest kind of enterprise—the global collaboration of the world's leading news service and the world's leading newsreel company—could fill that big an order. But filled it is—and then some. The start of U.P. Movietone News proves it. It's scoring from the kick-off.

United Press

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

JOHN DALY
WJZ-TV
New York

VICTOR BEST
WBZ-TV
Boston

JOHN TILLMAN
WPIX
New York

COMMENTATORS IN CHARGE—Some notable TV newscasters who will handle United Press Movietone News programs.

JUD COLLINS
WXM-TV
Nashville

CHET HUNTLEY
KECA-TV
Los Angeles

Station KRLD TV DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS FT. WORTH
Combined Population DALLAS and TARRANT COUNTIES . . . 920,500
NOW there are
135,656
Television Homes
in KRLD-TV's Effective Coverage Area
The CBS Station for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Berle Takes Back Lead In Trendex, Nielsen

(Report 186)

TOP TEN evening programs—based on one live telecast during the week of Oct. 1-7—have been rated by Trendex Inc. Data is for 10 multi-station cities and is "based on the new comparative program popularity method, designed to eliminate the variable network sizes which have previously prevented true rating comparisons." Programs are:

1	Star Theatre-Berle (NBC)	54.4
2	Godfrey's Talent Scouts (CBS)	41.2
3	Your Show of Shows (NBC)	37.4
4	Red Skelton (NBC)	36.5
5	Man Against Crime (CBS)	36.1
6	Fireside Threatre (NBC)	35.3
7	Playhouse of Stars (CBS)	34.8
8	Toast of the Town (CBS)	31.4
9	Racket Squad (Monday) (CBS)	30.8
10	Godfrey's Friends (CBS)	29.2

* * *

Berle Leads Nielsen Sept. Report

MILTON BERLE and his *Texaco Star Theatre* led the national Nielsen ratings for the top 10 TV shows presenting during the two weeks ending Sept. 22. Mr. Berle's show led the nearest competitor by nearly nine percentage points but *Your Show of Shows* captured the second, third, fourth and fifth places. Nielsen's list follows:

FER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes (%)
1	Texaco Star Theatre (NBC)	56.2
2	Your Show of Shows (NBC) (Participating)	47.5
3	Your Show of Shows (NBC) (Reynolds, R. J., Tobacco)	45.9
4	Your Show of Shows (NBC) (Eversharp, Inc.)	42.1
5	Your Show of Shows (NBC) (Lehn & Fink Prod. Corp.)	41.1
6	Fireside Theatre (NBC)	38.1
7	Mama (CBS)	37.7
8	Philco TV Playhouse (NBC)	36.4
9	Robt. Montgomery Theatre (NBC)	36.4
10	Arthur Godfrey's Scouts (CBS)	35.5

Copyright 1951 by A. C. Nielsen Co.

* * *

'Show of Shows' Tops Early Sept. Videodex

GREATER percentage of television homes watched *Your Show of Shows* than any other video program from Sept. 4-10, but the largest number of TV homes tuned in to President Truman's speech from the Japanese peace treaty conference in San Francisco. This was reported last week by the Jay and Graham Organization in its Videodex report from 63 markets for that period.

The complete list of top 10 shows follows:

	% of TV Homes
Your Show of Shows (42 cities)	40.5
President Truman (52)	37.5
Talent Scouts (23)	35.4
Lux TV Theatre (30)	35.1
Robert Montgomery (32)	32.6
Mama (24)	32.3
Godfrey's Friends (51)	30.3
Philco Playhouse (58)	30.1
Lights Out (42)	29.4
Your Hit Parade (34)	29.2

Advertest Views News, Educational Shows

ADVERTEST RESEARCH last week released results of a study of "TV News and Educational Programs." Total of 750 personal interviews were conducted Sept. 6-15.

The study shows that today television ranks third behind newspapers and radio as a major source of news in TV homes. In 1949, video ranked second behind newspapers. In the September study, it was learned percentage-wise, newspapers and radio have remained about the same but television has dropped.

* * *

New York Series Audience Highest

According to WOR-TV New York's third annual survey based on Pulse Inc. report, 1,333,000 persons in 753,350 homes throughout metropolitan New York watched the telecast opening of the World Series Oct. 4. Station spokesmen asserted this was the largest audience ever to witness a World Series game on television. Of this number, 50.3% were women, 31.1% men, and 18.6% viewers under 18 years old.

Weekly Television Summary—October 22, 1951—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	68,025
Atlanta	WAGA-TV, WSB-TV, WLTV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	324,993
Binghamton	WNBF-TV	43,115
Birmingham	WAFM-TV, WBRC-TV	62,500
Bloomington	WTTV	18,400
Boston	WBZ-TV, WNAC-TV	786,790
Buffalo	WBEN-TV	221,972
Charlotte	WBTV	93,334
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	969,423
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000
Cleveland	WEWS, WNBK, WXEL	510,922
Columbus	WBNS-TV, WLWC, WTVN	299,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	135,656
Davenport	WOC-TV	62,263
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	215,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	642,567
Erie	WICU	74,375
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	135,636
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	78,463
Houston	KPRC-TV	92,882
Huntington-Charleston	WSAZ-TV	55,350
Indianapolis	WFBM-TV	175,000
Jacksonville	WMBR-TV	40,000
Johnstown	WJAC-TV	112,300
Kalamazoo Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	143,558
Lancaster	WGAL-TV	113,243
Lansing	WJIM-TV	65,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,033,899
Louisville	WAVE-TV, WHAS-TV	109,835
Matamoros (Mexico) Brownsville, Tex.	XELD-TV	10,500
Memphis	WMCT	98,769
Miami	WTVJ	86,300
Milwaukee	WTMJ-TV	266,965
Minn.-St. Paul	KSTP-TV, WTCN-TV	275,600
Nashville	WSM-TV	40,700
New Haven	WNHC-TV	188,000
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,550,000
Newark	WATV	
Norfolk	WTAR-TV	81,556
Oklahoma City	WKY-TV	99,955
Omaha	KMTV, WOW-TV	93,640
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	903,000
Phoenix	KPHO-TV	40,100
Pittsburgh	WDTV	342,300
Providence	WJAR-TV	165,000
Richmond	WTVR	95,071
Rochester	WHAM-TV	91,019
Rock Island	WHBF-TV	62,363
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	55,300
San Antonio	KEYL, WOAI-TV	52,826
San Diego	KFMB-TV	111,985
San Francisco	KGO-TV, KPIX, KRON-TV	233,025
Schenectady Albany-Troy	WRGB	172,800
Seattle	KING-TV	92,600
St. Louis	KSD-TV	317,000
Syracuse	WHEN, WSYR-TV	135,630
Toledo	WSPD-TV	127,000
Tulsa	KOTV	89,263
Utica-Rome	WKTV	53,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	288,650
Wilmington	WDEL-TV	80,877

Total Markets on Air 64* Total Stations on Air 109* Estimated Sets in Use 13,908,000

* Includes XELD-TV Matamoros, Mexico.

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Eyes and Ears of a GOOD CITIZEN

Kids . . . kids . . . kids! Dating as an institution back to 1945, "Invitation to Youth" has now been a television "must" to the kids of Dayton for over a year. Over 500 participants have been auditioned in this period, with 5 participating each week in the competition for prizes. Look at the enthusiasm that this educational and entertainment program generates!

Isn't it time we dug a little deeper into the matter of "public service" programs?

Take "Invitation to Youth." Here's a program designed solely to give direction and occupation to the kids of Dayton. Presented for 90 minutes every Saturday morning in the auditorium of its sponsor, The National Cash Register Company, up to 2500 kids a week pack the show. Thousands more follow avidly the half-hour telecast or simulcast (first in Dayton). There's no commercial—no commercial angle—no purpose but that of The National Cash Register Company and WHIO-TV to unite their efforts for the good of their community.

There is, of course, one great benefit that accrues to sponsor and telecaster alike. The National Cash Register Company's progressive civic-mindedness has won it a unique place in the heart of its own community. Our many public services—the majority of them unsponsored—have done the same for us. Dayton's answer can be measured in Dayton's listening and viewing response heavily favoring WHIO-TV.*

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

*EXAMPLE—Pulse for September shows 8 out of top 10 weekly shows were aired via WHIO-TV.

DuMONT POST

Patten Elected V. P.

REAR-ADMIRAL Stanley F. Patten, USN (ret.), assistant to the president of Allen B. DuMont Labs since July 1947, has been elected vice president of the corporation by the board of directors, Dr. Allen B. DuMont, president, announced at the weekend.

Admiral Patten

A line officer in the Navy from 1917 to 1947, specializing in electronics and communications, Admiral Patten served in North American and European waters during World War I. At the beginning of World War II he was assistant head of the Radio Division, Bureau of Ships, and in May 1943 he was ordered to command the *USS Rocky Mount*, which served as flagship for the amphibious forces during the Marshall and Mariannas Islands invasions. His last assignment before retirement was that of communications officer of the 13th Naval District, Seattle.

Admiral Patten has recently directed the mobilization planning for the DuMont government branch, with responsibility for the maintenance of master production control and plant loading of all DuMont plants, as well as security matters and federal controls.

FIGHT SPONSORS

Gillette, Set-Makers Join

HEAVYWEIGHT boxing bout between Joe Louis and Rocky Marciano will be telecast coast-to-coast on NBC-TV on Friday at 10 p.m. EST under sponsorship of the Gillette Safety Razor Co. and seven TV set manufacturers.

Participating companies are Admiral, Crosley, General Electric, Motorola, Philco, RCA, and Sylvania. It was understood that multiple sponsorship resulted when theatre TV and commercial TV interests competed in bidding for rights, with the former stepping out when the match was moved from the Polo Grounds to Madison Square Garden. Although price tag for TV rights was kept a secret by the IBC, agency, and network, estimates put it in the neighborhood of $200,000.

Telecast of the 10-round bout will be carried as a regular feature of the *Cavalcade of Sports* Friday night fights—usually sponsored by Gillette alone—with Jimmy Powers calling the punches.

This is the second time TV receiver manufacturers have banded together to provide boxing programs for home viewers. First instance was last July [B • T, July 23] when eight manufacturers sponsored the Ezzard Charles-Joe Walcott bout over DuMont Television Network.

KEYNOTERS at NARTB 15th District meeting are (l to r) Glenn Shaw, KLX Oakland, district director; Harold Fellows, NARTB president; Col. James Notestein, chief, Information Section, Sixth Army, San Francisco. Meeting was held in San Francisco [B • T, Oct. 15].

SHUPERT RESIGNS

Joins New Production Firm

GEORGE SHUPERT, vice president of Paramount Television Productions, resigned late last week to join in the formation and operation of a new company to produce films for television.

Details of the new company's ownership and full plans are expected to be announced shortly. It was understood, however, that the firm will release a number of theatrical motion pictures for television use in addition to producing new TV series.

TV'S POSITION

Lewis Speaks at REC

"RADIO is here to stay," William Lewis, president of Kenyon & Eckhardt, New York, told members of the Radio Executive Club, last Thursday at its regular bi-monthly meeting.

Radio and motion pictures are better than ever, he said, because of improvements sparked by the competition of television for the advertising dollar and the leisure time of the American audience. He pointed out that Americans are a "restless" nation and that recent auto figures are one indication of the nation in motion.

Competition from "restlessness," movies, radio, 25-cent good books, and better magazines may all add up to the possible diminishment of the TV listening, he said.

He suggested three points for television: (1) Networks and stations should find new talent and new programs; (2) networks should quit cutting each other's throats by scheduling programs opposite each other (such as drama against drama, comedy against comedy, etc); (3) program builders should clamp a reasonable lid on talent fees.

KECA-TV Los Angeles and KGO-TV San Francisco have contracted for INS' *All Nations* television symphonies on unrestricted basis and have taken options on second series to be released before the end of the year.

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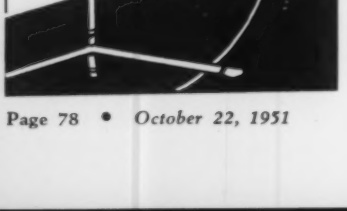

ALLOCATIONS

Philadelphia Is Big Issue

LEGALISMS are beginning to beset FCC in this eighth week of the TV "paper" allocation hearings.

Latest was the filing last week by Daily News Television Co. (WIBG and *Philadelphia Daily News)* stressing it had gone through a hearing for Philadelphia's Channel 12 and it has a legal right to have a decision handed down by the FCC.

It asked for an oral hearing on its case.

FCC proposes to delete Channel 12 from Philadelphia.

This makes the third petition for oral hearing in briefs that have been filed with the FCC during recent weeks. Cornell U.'s WHCU Ithaca and the State of New Jersey requested oral hearings last month [B • T, Sept. 24]. KROW Oakland, Calif., asked for oral hearings fortnight ago [B • T, Oct. 15].

Daily News Television Co. went into a comparative hearing with WIP Philadelphia for Channel 12 in 1948. Six months after the hearing was completed, FCC "froze" all pending applications. Subsequently, Hearing Examiner J. Fred Johnson died before he had written an initial decision.

Daily News Television Co.'s plan to keep Channel 12 in Philadelphia involves the assignment of Channel 8 to WDEL-TV Wilmington and a UHF channel to WGAL-TV Lancaster. The FCC plan proposes to change WDEL-TV from Channel 7 to Channel 12, and WGAL-TV from Channel 4 to Channel 8.

"A serious legal problem is raised by the Commission's proposal to delete from the assignments to Philadelphia the channel which the Daily News Co. specified in its application and for which, at great expense, it completed lengthy testimony upon its application, more than three years ago," the brief reads. "The elimination of Channel 12 from the Philadelphia channel assignments is tantamount to the denial of the Daily News application."

Philadelphia Situation

The Philadelphia situation evoked a similar strong plea on the part of WIP President Benedict Gimbel Jr. last month [B • T, Sept. 10].

Another aspect of the problem which FCC can expect was contained in the filing by WPRO Providence.

Its argument in behalf of the Commission's plan to assign Channels 10, 12, 16 and 22 to Providence (with Channel 22 reserved for educational TV) and counter to the proposals of CBS, WHYN Holyoke, WHDH Boston, WTIC Hartford, WTAG Worcester to take away one of Providence's VHF channels, brings up the Communications Act requirement that FCC provide a "fair, efficient and equitable distribution of channels" to each of the states.

Here's what WPRO has to say:

"It is crystal clear that any proposal that would limit the entire State of Rhode Island to only one VHF channel and which deprives that state of an additional VHF channel, in order to give it to another state, would fly in the face of the mandate of Section 307 (b) of the Communications Act. . . .

"There is a need for a minimum of four television channels in Rhode Island [and] at least two VHF channels . . . in the State of Rhode Island."

All of the briefs don't give the FCC headaches. Some of them actually propose changes that do not adversely affect other cities, and comply with all the Commission's rules on mileage separation and priorities.

An example of this type of recommendation was presented by KVOO Tulsa last week. It proposes that Channel 11 be added to Tulsa simply by changing Channel 11 in Lawton to Channel 12, Channel 12 in Elk City to Channel 11.

Only fly in KVOO's ointment is that KTOK Oklahoma City also wants Channel 11—to be moved there from Lawton.

Another example of this type of recommendation is that of WFBG Altoona, Pa. It proposes to assign Channel 3 to that city.

Would Hurt None

In its rebuttal filed last week, WFBG pointed out that Channel 3 is not being taken from any other city and that no oppositions to its proposal have been filed.

There is no reason, it reasoned, why its proposal cannot be granted.

FCC began to get tough with late comers last week when it turned down two educational petitions asking for permission to file late appearances.

In two letters to the Joint Committee on Educational Television, the Commission brusquely denied requests for late filings in behalf of the reservation of Channel 57 in Wheeling, W. Va., and Channel 34 in Fargo, N. D.

The Commission heretofore has been lenient in allowing late filings in the allocations proceedings—particularly to educational groups.

Affirmative filings last week covered the states of Texas, Kansas and Oklahoma. Rebuttals were for Wisconsin, Iowa, Missouri, North and South Dakota and Nebraska and included such major markets as Milwaukee, Des Moines, Kansas City. Pleadings were for such cities as Pittsburgh, Wheeling, Cincinnati and Louisville.

There were 120 filings last week, which brings the total since the proceedings began to 1,054.

NBC TV Affiliates

(Continued from page 63)

should be more careful about crime and mystery shows, one of the favorite targets of organized groups that criticize TV programming. The NBC standards are not being properly enforced, some delegates felt, and this included the oft-mentioned "cleavage" displays as well as conduct of some stars with night-club or Broadway backgrounds.

Here, too, developed another complaint stemming from theatrical and night-club precedents—use of spotlight techniques by the network in order to emphasize the studio audience. Many affiliates object to over-emphasis of this studio audience and the tendency on the part of some performers to play to those out front instead of the viewers at home.

The affiliates took advantage of the chance to complain about the network's purported lack of development of morning hours. With evening time sold out at a large number of stations and with afternoon business booming, many affiliates are anxious to build their morning audiences and to get audience-capturing programs during these hours.

They were just as eager to have NBC do something about the calibre of programs it turns out when the big-name and high-rated programs are off the air for the summer. Talking privately, some of the affiliates thought the network should start serious efforts to use the summer for experimental programming. There appeared to be considerable feeling that the network had loaded its summer air with a percentage of time-filling productions that didn't do station prestige any good.

The Thursday meeting included a business session during the lunch period, with discussion continuing into the late afternoon.

A group of informal committees held sessions far into the night.

Members of the organizing committee that called the NBC affiliates meeting were Mr. Damm; Campbell Arnoux, WTAR-TV Norfolk; Dean Fitzer, WDAF-TV Kansas City; Harry Bannister, WWJ-TV Detroit and George Burbach, KSD-TV St. Louis.

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CBS-COLUMBIA APPEAL

NPA to Hear Materials Request

CBS-COLUMBIA Inc. will go before a government appeals board tomorrow (Tuesday) to request a larger quota of scarce materials for its manufacturing properties, particularly for television.

Hearing has been scheduled by the National Production Authority, which earlier had turned down a request for an adjusted base permitting additional allotments of steel, copper and aluminum under the government's Controlled Materials Plan.

Specifically, CBS-Columbia hinges its appeal on the fact that the former Air King Products Co., which CBS absorbed in last summer's merger, receives only a relatively small quota of materials. CBS-Columbia wants an adjustment which would pave the way for sufficient materials to manufacture a larger quantity of monochrome and color TV receivers, radio sets, adapters and converters, phonographs and other products.

Air King formerly was a subsidiary of Hytron Radio & Electronics Corp., which was purchased by the network last June in a $20 million exchange-of-stock deal.

Allotments to Air King under CMP are made for each quarter on the basis of materials used the first six months of 1950, with the company allowed to draw from 50% to 70% (depending on the material) of that base period. Further percentage cuts are in prospect.

Aim of Firm

It is the hope of CBS-Columbia that an expanded base would enable the manufacturing firm to turn out more products, with special emphasis on color television receivers. The company now is producing the so-called "Colorvision" TV receiver, which permits switching from standard black-and-white to CBS color reception by turning a knob [B • T, June 11].

Prior to its purchase by CBS, it was explained that Air King had bought its materials from a number of sources, with the exception of tubes which were obtained from Hytron.

It was presumed that attorneys for CBS-Columbia would inject the base period for Hytron in its bid for an overall adjusted base period. The firm manufactures receiving tubes and has ranked fourth in volume among the eight companies in that field.

The appeal for an adjusted base fundamentally is occasioned by the fact that the merger last summer placed CBS in a position to manufacture its own brand of color TV receivers. It is taking advantage of the Hytron-Air King production units, described as one of the best integrated in the country.

Approximately 45.1% of the 1950 dollar sales reflected in the consolidated Hytron-Air King balance sheet stemmed from the TV set market.

The hearing will be held before T. Munford Boyd, chairman of NPA's Appeal Board. CBS-Columbia is expected to file a brief explaining in detail the reasons for its request. The identity of officials who would appear was not immediately known.

The machinery for appeals from denials of CMP adjustments was set up by NPA last August, with the forewarning that any relief granted will be only "to the extent permitted by the availability of materials." This would suggest, therefore, that CBS-Columbia may stand in good stead to receive at least those quantities allotted until now to both Hytron and Air King. The board is expected to issue its decision within four weeks.

The hearing is described as an informal procedure, with the appellant permitted to be represented by counsel. The board also may call in representatives of the NPA industry division involved (in this case, Electronics Products) "and other persons claiming interest." Hearings are open, with Chairman Boyd and two other members comprising the board.

Other NPA Developments

With respect to availability of materials, the government holds out little prospect for relief during the first quarter of 1952 "because the defense program is beginning to hit its stride," according to Manly Fleischmann, Defense Production Administrator. As a result, civilian production "will be moderately lower." Mr. Fleischmann continued:

To the extent possible, steel has been provided for the manufacture of consumer durable goods in the first quarter of 1952 to compensate, in part, for the reduced amounts of copper and aluminum that are available to these manufacturers. The outlook is that production of such civilian items as refrigerators, stoves, radios, television sets and home appliances of all kinds will be reduced, but because generally ample supplies of these products are now on dealers' shelves, the supply should be sufficient to meet normal consumer needs.

This cutback was reflected in 1952 first-quarter allotments announced Oct. 12 by the Defense Production Administration. Electronics will receive 75,385 tons of steel (compared to 79,804 tons during the fourth quarter of 1951); 33,760,000 pounds of copper and copper base alloys (as against 33,385,000); and 18 million pounds

(Continued on page 88)

$40,000

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TELENEWS POSTS

Changes Announced

TELENEWS PRODUCTIONS, producer of TV newsreels, has made new appointments in line with its expansion program in personnel, facilities and products which has been in progress for several months, Herbert Scheftel, president, announced Oct. 12.

Under the new set up, Charles N. Burris, former director of sales and advertising, will be general manager of all production. William C. Driscoll, director of news and film production for WFIL-TV Philadelphia, has been appointed to the new post of editor-in-chief. He will direct *Telenews Daily, Telenews Digest, Telenews Weekly* and *This Week in Sports.*

Fritz Kahlenberg will direct the foreign department and Gerald Weiler, domestic news. Sidney Stiber will be sports director and Casey Davidson becomes production chief.

New commercial film division established under Robert W. Schofield, former production manager of *The March of Time.* He will direct all film production of short subjects, industrial and documentary films and TV commercial spots.

Ben E. Dyer, former production manager of Willard Pictures and more recently operator of his own film consultant business, has been appointed business manager for Telenews.

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Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

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Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square,
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film report . . .

Monogram Pictures Corp. will go into production of television films, it was announced by Steve Broidy, president, in the corporation's annual report to stockholders. Giving no indication as to when actual production was expected to start, Mr. Broidy stated the firm was "in the process of organizing a unit for the purpose of producing motion pictures expressly for television. He added, "We believe that our long experience in low budget pictures well qualifies us for this new undertaking."

Erle Stanley Gardner, veteran mystery writer, plans organization of a firm in Hollywood to film for television stories based on his *Perry Mason* detective character. **Cornwell Jackson,** vice president and manager of the Hollywood office of J. Walter Thompson Co. will join him as partner in the new firm. **Irving Vendig,** writer of the *Perry Mason* radio series sponsored by Procter & Gamble for the past eight years, has been approached to write the TV scripts.

Pianist-bandleader **Elliot Lawrence** was signed last week for radio, television, and film work by **Ray Bloch Assoc.,** New York. Radio and TV package shows are being prepared for the musician, and contract for scoring a forthcoming film is also pending. Commitments outside radio, TV and films will continue to be handled for Mr. Lawrence by **Associated Bookings.**

Max Alexander, head of **M. & A. Alexander Productions, Inc.,** Hollywood, is in London conferring with officials of **British National Films** about purchase of additional movies for TV release in the United States.

A series of 13 selected half-hour television film programs, *Hollywood Half-Hour,* is being prepared by **Jerry Fairbanks Productions,** Hollywood, for fall release. Making up the programs will be what Fairbanks considers most outstanding films among its *Silver Theater* and *Bigelow Theater* series. Programs will be retitled, re-edited and made available to local and regional sponsors for first run rights in 30 markets, and reissue playdates in the others.

Programs included in the series are: *Minor Incident; Wedding Anniversary; Kerry Fallon's Birthday; Make Your Bed; Wedding Morning; Papa Romani; His Brother's Keeper; Walt and Lavinia; Coals of Fire; Bad Guy; Double Feature; Closeups,* and *Lady With Ideas.* Stars appearing in the films include **Diana Lynn, Virginia Bruce, Ann Dvorak, Chico Mark; Don DeFore; Lee Bowman; Gig Young; Pamela Britton; Nancy Kelly; Ward Bond,** and **Beverly Tyler.**

Sales and Production . . .

PRIMROSE PRODUCTIONS, Los Angeles, has completed the first in a planned series of 13 half-hour dramatic television film programs entitled *Ring.* Featured in the first program are **Akim Tamiroff** and **Elena Verduga,** in their first TV appearances, **Rochelle Hudson** and **Lyle Talbot. Richard Morley** is producer. Filming of the next program in the series is scheduled to get underway the last week in October.

* * *

SNADER TELESCRIPTIONS Corp., Beverly Hills, has completed six new telescriptions featuring **Jan Clayton,** singer. **Dick Mason** has been signed by firm as assistant director.

* * *

SUPERMAN Inc., Los Angeles, has completed its series of 26 half-hour *Superman* television films. **Motion Pictures for Television** will distribute the series starting about Feb. 1.

* * *

FIVE STAR Productions, Hollywood, has completed series of four one-minute live-action television film spots for Zenith Radio Corp. (Zenith Hearing Aids). Films aimed for November telecasting feature **Rupert Hughes,** author. Agency for Zenith, **MacFarland, Aveyard & Co.,** Chicago.

KLAC-TV FILM BUY

Acquires British Shows

KLAC-TV Hollywood has paid $103,000 for a package of 18 British feature films in arrangements made with Snader Telescription Sales, Hollywood, distributor of the films. Included in the group are 14 Alexander Korda movies.

Deal calls for the station to have unlimited run of the films for a two-year period starting after Jan. 1. The date was named because several of the films have not been exhibited theatrically in Los Angeles as yet.

FATE OF MOVIES

Viewed by Prof. Levin

MERGER of United Paramount Theatres Inc. and ABC [B • T, Oct. 15, Sept. 3] might result in better motion pictures—or worse, according to Harvey Levin, assistant professor of economics, Pennsylvania State College.

Writing in the Oct. 13 issue of *The Nation* magazine, Prof. Levin makes these points in his article entitled, "How Much Merger in Television?"

The very hugeness of radio-TV and its need for a mass audience might force the theatres owned by the firm to cater to the movies' large untapped audience—"the mature in culture and age." This would improve the quality of motion pictures, he believes, because then movies could be made "to win at least a measure of freedom from the necessity of pleasing a mass audience made up largely of adolescents."

On the other hand, huge income and operating costs of radio-TV might persuade the new company to devote most of its creative energies in that direction, to the detriment of its film-showing operations, Prof. Levin thinks. This would be more a possibility, Prof. Levin observes, if the new company goes in heavily for theatre TV.

EDITING TIME

Cut by New Machine

THROUGH use of the George Fox multiple monitor film editing machine, a 25% saving in editing time is claimed on Desiltu Production's TV film *I Love Lucy,* starring Lucille Ball and Desi Arnaz. Philip Morris sponsors the program on CBS-TV starting Oct. 15.

The editing machine, manufactured to Mr. Fox's specifications by Movieola Co., includes a sound head and three interlocking picture heads. On each head is a small projection screen so that the show can be edited in the same manner as a live TV show on three monitors, it was explained.

The three machines are controlled by foot pedals and can be run in any combination.

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TV TALENT

NLRB Orders Elections

SEPARATE bargaining units for motion picture actors employed by CBS on its *Amos 'n' Andy* film TV series and for certain persons who appear on all live network TV programs originating in New York, Los Angeles and Chicago were designated by the National Labor Relations Board last Wednesday. NLRB ordered elections involving Television Authority and Screen Actors Guild.

In taking this action, NLRB held that talent appearing on the CBS program, produced at the Hal Roach Studios in Hollywood, may choose between TVA and SAG. Election will be held before the end of November.

The decision was held to represent a victory for the actors guild on the West Coast, stronghold of the motion picture industry, if not elsewhere. It also served to complicate an earlier agreement reached by the two unions in New York [B • T, Aug. 13].

At that time SAG agreed that if the board ruled for TVA in the network TV case and set aside only one union (TVA), it would not contest the ballot. The board's ruling rendered this concession inoperative.

In return, TVA notified Associated Actors and Artistes of America it had withdrawn a bid to represent performers employed by 10 New York motion picture firms which make films for TV, theatres, etc. The actors guild last week won the single-union election, TVA not appearing on the ballot (see separate story, this page).

Last week's NLRB finding involved a TVA petition for certification as bargaining agent for all talent on "live" and kinescoped programs, including motion picture actors appearing on *Amos 'n' Andy*.

While CBS is the only network employer now making motion picture films for TV, the decision also may be expected to set precedent for ABC-TV, DuMont Television Network, NBC-TV and General Teleradio Inc. (WOR-TV New York), should they move into motion picture production for TV. Of these, ABC-TV has expressed such an interest.

These are the units set aside by the board:

Unit 1—"All persons employed as talent on all live network television programs originating in New York, Chicago and Los Angeles, and broadcast over the network facilities of the employers (mentioned in petition), including actors, masters of ceremony, quizmasters, disc jockeys, singers, dancers, announcers, sportscasters (play-by-play, assistant play-by-play and color men), specialty acts, walk-ons, television extras and all other television performers, but excluding services rendered by such performers in the capacity of musician, and talent employed by [CBS] in its West Coast motion picture productions.

Unit 2—"All actors employed by [CBS] on the West Coast, who are engaged in the production of motion pictures designed for initial exhibition on television, including singers and stunt men, but excluding extras and talent employed in the production of live television programs.

Performers catalogued in Unit 1 will determine whether or not they will be represented by TVA; those in Unit 2 will choose between TVA and SAG, or select neither union.

Throughout the prolonged controversy SAG argued that the motion picture talent should be in a separate unit. The networks remained generally neutral but agreed with SAG that the television portion of the proposed unit was appropriate. Issue as posed by NLRB was whether separate groups should be established.

TVA Contention

TVA held that as bargaining agent for talent on all live network television broadcasts originating in the three cities there should be an integrated unit of all TV performers, including those making motion pictures, because they have common skills. SAG contends, conversely, that the TV motion picture employes are bound by working conditions under which others in that industry operate and whom it has traditionally represented.

Taking note of this, the board stated:

Production techniques used by CBS in making its films are practically indistinguishable from those used by all other motion picture producers. . . . By way of contrast, most live television shows are produced before television cameras through which the audiences see the performance as the same instant it is rendered. Such shows are completely rehearsed before performance, the plot dictates the scene sequence, and corrections cannot be made. . . ."

NLRB took issue with SAG's contention, however, that different acting techniques and skills are required for the two media. This claim, it said, is "not entirely supported by the record."

Explaining "there is considerable difference between the pay and working conditions for television talent and those which exist for CBS' motion picture employes," the decision continued:

. . . Motion picture employment is for consecutive days, from first costuming to final shooting, with full pay even for intervening non-working days. On the other hand, pay of television performers varies according to conditions which do not even exist for motion picture talent, and which are not considered by CBS in its motion picture work. .

For example, a television actor receives less for a sustaining non-commercial program than for a sponsored broadcast; players on local programs are paid less than those on network programs; and a player on an audition show gets still another rate of pay. In every other particular in which motion picture and television conditions differ, such as overtime pay arrangements, CBS follows Hollywood standards, departing from standards prevalent both in television and radio.

[TVA] urges the Board to ignore these differences, asserting that CBS follows motion picture standards just to avoid strife between [TVA] and [SAG]. In our view, it may with equal justice be inferred that CBS, drawing as it does from the motion picture talent pool, has merely met the conditions which it found applicable to its new venture.

No matter what caused CBS to follow motion picture standards when it entered motion picture work in the Los Angeles area, the record shows and we find, that CBS motion picture actors have conditions of employment like those of all other motion picture

(Continued on page 81)

SAG WINS IN N.Y.

Mail Vote 202 to 3

SCREEN Actors Guild continues to represent New York motion picture actors in all kinds of films made by New York producers—including television as well as theatrical releases—as the result of a 202-to-3 National Labor Relations Board election completed Oct. 10.

Decision of the mail vote was announced last week by Mrs. Florence Marston, Guild representative in New York.

Previously, Television Authority, new group formed by live talent unions headquartered in New York, had challenged SAG's position in the film-acting field. Following defeat of TVA in a Hollywood NLRB election last summer—when the vote was 439 to 48 in favor of the Guild—TVA withdrew from the New York election, which was held to establish national as well as West Coast decision. The subsequent vote was therefore between the Guild and "no union" [B • T, Aug. 13].

Employers involved in the New York election included Audio Productions, Caravel Films, John Bransby Productions, Leslie Roush Productions, Pathescope Co. of America, Sound Masters, March of Time Division of Time Inc., Transfilms Inc., West Coast Sound Studios and Willard Pictures. The Guild has had contracts with these companies, the major New York producers, since 1937.

TV Hurts Busses

NOW IT'S the bus business that is suffering because of television. D. W. Barratt, manager of Salt Lake City Lines, told the Utah Public Service Commission that television is one potent factor in cutting the number of passenger fares. He cited a 32.2% drop in passengers with 24.95% loss in gross revenues on Sunday, Sept. 30 compared with corresponding Sunday in 1950. That's the date both TV stations in Salt Lake, KDYL-TV and KSL-TV were on the air with interconnected network television. Firm wants a fare increase.

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TV WRITERS

ALA, RWG Rift Flares

AUTHOR'S LEAGUE of America, parent body of Radio Writers Guild, has taken a bold step toward settling the dispute for jurisdiction over television writers by issuing a formal directive to the guild that it withdraw its NLRB petition for a vote among the writers themselves.

RWG, as a member of ALA, must follow directives or drop out. Although individual members could withdraw, any new unit they might form would be faced with complex legal hassles involving their right to RWG title, authority, and completed contracts. Such a step would weaken union strength considerably, for both sides.

The battle has been simmering for several weeks, with the ALA council letting its intentions be known and RWG officials admitting there has been some talk about petition withdrawal. Peaceful attempts at solution appeared two weeks ago when it was suggested that a complete revision of the ALA council be effected first and jurisdiction be settled second.

With reorganization side-stepped, the ALA council suggested two weeks ago that the guild withdraw its petition and asked, at last week's session, why action had not been taken. RWG representatives countered that there was misunderstanding about the council's exact intentions, which resulted in ALA formalization of the request by issuing an official directive. It was a 6-4 decision.

Meanwhile, ALA is recognized—by NLRB and employers—as proper representative of all authors, with the government board considering any representation dispute an internal one, beyond the domain of the Taft-Hartley Act. ALA, also considering the question as one within its own structure, maintains its right to determine which of its "administrative units" should handle certain affairs.

The majority of writers for TV are ALA members, split among the various units: the Dramatists Guild, the Radio Writers Guild, the Authors Guild and the Affiliated Screen Writers Guild. Because of "the different economic requirements" of the TV medium, ALA has not yet determined whether administration of TV writers would ultimately be contained under separate or centralized direction.

Negotiations with the networks—broken off in July because of the jurisdictional question—would be resumed after withdrawal of the RWG petition, it was felt, as soon as the networks were assured there would be no further filing later. ALA's national TV committee, which deals with the networks, would continue under its present set-up with all four guilds and the television writers group represented.

By week's end, RWG withdrawal from the League seemed unlikely, but the Guild was faced with the decision—due within a week—of complying with or fighting the directive. Meanwhile, NLRB is holding the petition until further papers are filed. It was understood, however, that in case of a showdown, the labor board would dismiss the case.

SCHOOL PROGRAM

KPRC-TV Offer Accepted

LOCAL school board has accepted the offer of KPRC-TV Houston, Tex., to telecast school activities on a 15-minute, five-a-week basis, the station has reported. Earlier, acceptance of the offer had been postponed pending presentation of the school board's bid for a reserved channel to FCC [B • T] Oct. 8].

The offer is contingent upon FCC acknowledgment of a brochure on the board's application for a television channel mailed out last week. The board had deferred acceptance, contending the offer might jeopardize its chances of getting a channel if the FCC were apprised of the school program.

KPRC-TV plans to set aside the 5-5:15 p.m. period, Monday through Friday, for the educational program, according to Marsh Callaway, promotion manager.

CELEBRATING start of Coca-Cola-sponsored *Adventures of Kit Carson* and Interstate Bakeries' *Cisco Kid* on ABC-TV are (seated, l to r), Hilly Sanders, v. p., Dan B. Miner Co., L. A., ad agency for Interstate, E. B. Hueter, bakeries' ad mgr.; H. G. Rogers, v. p. Coca-Cola Bottling Co. of L. A., and James K. Payne, acct. exec., D'Arcy ad agency, L. A., representing Coca-Cola; (standing, l to r) Bob Hill, sls. rep. for KECA-TV Los Angeles; Bob Laws, TV sls. mgr., ABC Western Div., Donn B. Tatum, TV dir., ABC Western Div., and Cecil Barker, dir. of TV programming production for ABC Western Div.

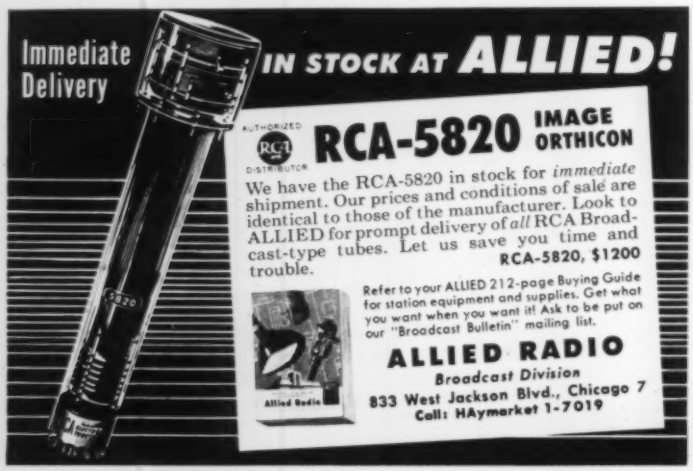
AFTER signing for 52-week *Swift's Movie Time* are (l to r) Harold E. Wilson, Swift's New York dist. mgr.; John F. Noone, WPIX (TV) New York sls. dir., and Vernon D. Beatty, Swift's ad mgr. Show began Oct. 15 on Mon.-Fri. basis.

SIGNING for Fri. 7 p.m. screening of *Kit Carson* series on WBAP-TV Fort Worth are (l to r) Jack Holmes, MacBride & Holmes ad agency, and Glen Woodson, Fort Worth Coca-Cola bottler.

QUALITY IMPORTERS for its Welch's Wine takes *Crusade in the Pacific* on WJZ-TV New York and KECA-TV Los Angeles. Seated (l to r) are Robert J. Herty, v. p. in charge of N. Y. office of Al Paul Lefton Co., ad agency for Quality; Edward Bishop, pres., Quality and Trevor Adams, gen. mgr., WJZ-TV; standing are (l to r) Don L. Kearney, mgr., ABC-TV spot sales, and P. A. Williams, pub. rel. dir., March of Time Inc.

LAYING groundwork for Clinton Clothing Mfg. Co., L. A., sponsorship of *Chet Huntley Views the World* on KECA-TV Los Angeles are (seated l to r) Mr. Huntley, newscaster, and Milton Fisher, Clinton exec.; (standing, l to r) Fred Hailparn, Clinton exec.; Robert F. Laws, TV sls. mgr., ABC Western Div., and Bernard Weinberg, pres., Milton Weinberg Adv. Co., L. A., agency for Clinton.

MATTY BELL, Southern Methodist U. grid coach, is starring in series over WFAA-TV Dallas, sponsored by First National Bank in Dallas. Settling details are (l to r) Randall Brooks, exec. v. p. & mgr. of Dallas office of Rogers & Smith, agency for sponsor; Edward E. Kash, agency radio-TV dir.; Mary Ann Baccus, agency asst. radio-TV dir.; Ralph Nimmons, WFAA-TV mgr.; Mr. Bell; Paul Franke, agency acct. exec.; Alex Keese, WFAA-AM-TV regional sls. mgr., and Clifton Blackmon, bank asst. v. p. & dir. of adv.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RCA-5820 IMAGE ORTHICON
We have the RCA-5820 in stock for immediate shipment. Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.
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PRODUCTION

East or West Coast?

BATTLE LINES, according to current reports, are indicated to be forming on the question of whether the West Coast—Hollywood—or the East Coast—New York—will be chief center for television production now that the coast-to-coast relay has opened.

Prompted by published reports by Ted Rosenak, advertising manager of Jos. Schlitz Brewing Co., and others that Hollywood lacks facilities to adequately handle a live dramatic television show, Hal Roach, president of Hal Roach Studios, has declared, "There isn't a live dramatic show that can't be telecast from one of our stages and done better."

Mr. Rosenak was in Hollywood to attend the takeoff of the NBC *Halls of Ivy* show and attend his firm's party following the telecast of the CBS-TV *Playhouse of Stars*, sponsored by Schlitz.

"We'd like to do the show from here but Hollywood can't handle it," he was quoted as saying. "You haven't the facilities so we've given it up."

Not Ready Yet

Mr. Rosenak's comments were included among similar ones quoted by New York agency and network executives who have looked into Hollywood facilities for putting on live television dramatic shows. The consensus appeared to be that Hollywood was not yet ready for the coast-to-coast relay.

Mr. Roach said, "all we need do [to telecast a live dramatic show] is wheel in television cameras." But, he added, "we do not believe staging dramatic shows live is the way to do it."

Stating that he thought the average one-hour live dramatic show takes two weeks of rehearsals, he declared, "We will do the same show on film in five days and it will be better. And the picture, following its cabled use, will be available for later use by stations not yet having access to the cable."

"Parenthetically," he added, "I question whether the public will be content forever to have its video drama take place within three walls."

New York will remain the headquarters of TV commercial films, despite opening of transcontinental television, William Van Praag, executive producer of Van Praag Production, New York, said in a speech before students at the Dramatic Workshop, New York.

Special Technique Needed

"The making of film commercials is a special technique as unlike theatrical motion pictures as they are unlike television." he said. "The technical equipment of the motion picture must be combined with the special qualities of television as a sales medium."

Remarking that New York producers and technicians have worked hard and long to master the technique, he added that New York will retain its hold on TV production since it is the headquarters of agencies and talent as well.

LIGHT talk brightens party after Hollywood-style premiere held by WLWT (TV) Cincinnati in kicking off its 66 first-run television films, Sun.-Fri., over WLWT, WLWD (TV) Dayton and WLWC (TV) Columbus [B • T, Oct. 1]. L to r: Bill Robinson, vice president in charge of programming, Crosley Broadcasting Corp.; Cincinnati's Mayor Albert Cash; Burgess Meredith, guest of honor who had title role of Ernie Pyle in premiere film, "The Story of G. I. Joe," and Dwight Martin, vice president and assistant general manager, Crosley.

GILLETTE BUYS

Army-Navy Game on NBC-TV

ARMY-NAVY football classic will be telecast for the sixth consecutive year by NBC at 12:15 p.m. EST Saturday, Dec. 1 with Gillette Safety Razor Co. as sponsors. Maxon Inc. is agency.

Game will be seen on entire NBC-TV network, coast-to-coast, and will lead off TV's first double-header football coverage. After the Army-Navy clash in Philadelphia, NBC will switch to the Los Angeles Coliseum for the complete Notre Dame-U. of Southern California game starting at 4:15 p.m. EST. Westinghouse Electric Corp. will sponsor the latter event through Ketchum, MacLeod and Grove.

Acheson Speaks

IN ONE of his rare personal appearances on television, Secretary of State Dean Acheson was scheduled to be seen on NBC-TV's *Battle Report, Washington* yesterday (Sunday), 3-3:30 p.m. EST. He was to report briefly on international developments and answer questions on current issues.

SANABRIA CHARGE

Cites CBS Before FTC

PERSONAL petition to each of the Federal Trade Commissioners charging unfair trade practice by CBS in using the name "CBS-Columbia" for its subsidiary's TV sets has been filed by U. A. Sanabria, president of American Television Inc., Chicago.

Mr. Sanabria, one of radio's pioneers, alleges that every time CBS announces its name at a station break, an advertisement for CBS-Columbia sets is made.

The same complaint to FCC two weeks ago, asking that CBS's radio and TV licenses be suspended and an investigation made, was turned down on the ground that the Commission had no jurisdiction [B • T, Oct. 15].

"We believe that this is unfair use of free, government-granted facilities to identify a brand name with call letters of a chain or station because this constitutes a free advertising plug," he said.

American Television manufactures TV sets, cathode ray picture tubes and also runs a technical school and a retail store to sell its TV sets.

Mr. Sanabria asserted that CBS should not be permitted to "capitalize" on its licenses to broadcast "on wavelengths which are the property of the people" brand name or product identification.

CBS-Columbia sets have "bounded in sales" since put on the market under the Columbia name, he said. The sets were previously manufactured by Air King Products Co. and marketed under the Air King name. Air King was a subsidiary of Hytron Radio & Electronics Corp., which CBS bought last June [B • T, June 18].

George's Radio Signs

SPONSORSHIP of *Your Junior Revue*, WNBW (TV) Washington Sunday noon series [B • T, Oct. 8], assumed by George's Radio & Television Co., Washington appliance chain. The series had been sponsored since 1949 by Home Appliance Co., affiliated neighborhood store.

DR. DuMONT HONORED

Passaic Dinner Nov. 14

TWO-DAY program in Passaic, N. J., to identify the city as "The Birthplace of Television" will start with a dinner Nov. 14 at which Gov. Alfred E. Driscoll will present a citation to Dr. Allen B. DuMont in recognition of the scientist's TV achievements.

First regularly scheduled TV programming is claimed to have been inaugurated in 1930 by W2XCD Passaic. First commercial TV receivers were produced by the DuMont laboratories there in 1938, it was said. In recognition of this and other early TV experimentation conducted there, the Passaic City Council adopted the "birthplace" slogan. WABD (TV) New York will telecast the opening dinner.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

In Greater Grand Rapids
...the most ears
are WOODpecked!
5000 WATTS
NBC
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ALSO WFDF, FLINT; WEOA, EVANSVILLE; WFBM, INDIANAPOLIS • KATZ AGENCY

RCA Shows

(Continued from page 70)

—red, green and blue." The images from these tubes are projected through lenses which blend the individual single-color pictures into the full-color picture seen on the screen.

Programs utilized in last week's theatre demonstrations were the experimental color field telecasts started by RCA Oct. 9 [B • T, Oct. 8] for public viewing on special RCA colorsets in the lounge of New York's Center Theatre and in NBC's Washington studios, which received the telecasts via coaxial cable and radio relay circuits from New York. The program at 10 each morning was actually broadcast by WNBT (TV) New York and WNBW (TV) Washington; those at 2:15 and 4 p.m. were transmitted by closed circuit connections.

The morning programs were receivable in monochrome on standard black-and-white video sets in the New York and Washington areas, fulfilling what RCA's board chairman, Brig. Gen. David Sarnoff, described as one of the three purposes of the demonstrations: To show a new dimension of the compatibility of the RCA color system with black-and-white TV standards.

The two other aims of the demonstrations, Gen. Sarnoff said, were to show how movie houses in the future may receive and project colored TV programs on theatre-size screens and to prove that such colorcasts can be satisfactorily transmitted to the theatres by radio relay, coaxial cable or actual broadcasts.

Content and personnel of the programs employed in the large-screen demonstrations were identical with those used during the previous week's experimental colorcasts [B • T, Oct. 15]. Nanette Fabray emceed studio variety program of fast-moving entertainers which demonstrated the RCA system's ability to reproduce color in motion without fringing or blurring. The studio program was followed by an outdoor pickup to demonstrate the action of the RCA color camera in sunlight as well as under controlled studio lighting.

In developing the equipment used in the demonstration, Dr. Epstein and his associates in the cathode-ray and optics section of the David Sarnoff Research Center had the cooperation of other groups, including the TV section of the Center, headed by R. D. Kell. Special credit also was given to Saul Lasof of Dr. Epstein's staff and to Roy Wilcox, RCA Victor engineer.

MORGAN ELECTED

Named to Pa. AFA Post

ROY E. MORGAN, general manager of WILK Wilkes-Barre, Pa., and a director of the Advertising Club of Wilkes-Barre, has been elected lieutenant governor of the Pennsylvania District of the Advertising Federation of America. Mr. Morgan, first Wyoming Valley resident to be honored with office in the AFA, succeeds Norman Klages, of Pittsburgh, Pennsylvania.

Mr. Morgan

Re-elected as officers of the Pennsylvania District, AFA, were James J. B. Stillan, Philadelphia, district governor; Morton J. Simon, Philadelphia, ad counselor, secretary, and Frances Reardon, Scranton, treasurer.

WJR Sales Figures

WJR Detroit announced last week that sales for the nine month period ending Sept. 30, 1951, amounted to $2,425,311.81. This compares with $2,526,653.75 for the same period in 1950. Net profit before taxes during the 1951 period amounted to $709,586 as against $618,364.02 for 1950, it was added. After computing taxes in accordance with the proposed new tax rates, the net profit to surplus amounts to $356,927.73 as against $363,401.13 last year.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

WORLD SERIES DELIGHTS ALL

Even High School Students Recess for TV View

RADIO and television industry last Wednesday was just as willing to join the baseball magnates and fans in voting the 1951 World Series the most successful in history of autumn classics.

And aside from the record coverage provided by the broadcast media, there were several other highlights. Among those reported to BROADCASTING • TELECASTING:

Television sent the series games for the first time into the hills of Eastern Kentucky for coal miners at the Wheelright operations of Inland Steel Co. A cable relayed the telecasts from WSAZ Huntington, W. Va., 77 miles to the north into the company's Community Hall. E. R. Price, manager of the coal operations, also said that townspeople later will be permitted to tap the cable to pipe programs into homes.

Seattle-Tacoma and the Puget Sound area had the game telecasts each night at 11:30 p.m. when KING-TV Seattle, in cooperation with Gillette and NBC, arranged to have special fast kinescopes flown from San Francisco for local telecasting.

Television set sales in Northern California jumped 300% above a normal week, dealers reported last week. Stocks in many stores were said to be exhausted by the demand.

In Rock Island, most of the 1200 high school students were given time off to view the series on 20-inch sets in the school auditorium.

Shortly after word came Oct. 2 that WPIX (TV) New York—which carried Yankee and Giants games all season—had been granted permission to carry the Series, the station's 10-man sales staff started to market pre-game and post-game adjacencies including four live shows, 20-second announcements and eight-second identification spots. By game time Oct. 4, the entire pre-game schedule had been signed, John F. Noone, sales director, announced last week, and the majority of the post-game schedule had been contracted. First choices were given to regular advertisers with Winston Stores, Adam Hats, Colgate-Palmolive-Peet, Bufferin, Vitalis, Vim Stores, Trico Products and Reid's Ice Cream among the signers.

CANADIAN LISTENING

'Radio Theatre' Tops Rating

ONE Canadian program made the first ten evening programs for September in the national Canadian rating summary released by Elliott-Haynes Ltd., Toronto. The shows, heard in Canada in September, were *Lux Radio Theatre*, rating 20.5, *Mario Lanza* 17.8, *Great Gildersleeve* 12.9, *Life with Luigi* 12.7, *Suspense* 12.7, *Cisco Kid* 12.2, *Father Knows Best* 11.8, *Treasure Trail* (Canadian program) 11.8, *Contended Hour* 11.7, and *Club 15*, 11.

Daytime first five shows were *Ma Perkins* 16.4, *Big Sister* 15.8, *Pepper Young's Family* 14.8, *Right to Happiness* 13.1, *Road to Life* and *Laura Limited*, tied with 12.8.

First five French evening programs were *Un Homme et Son Peche* 27.5, *Metropole* 20.1, *La Pause Qui Rafraichit* 20, *Jouez Double* 19.3, and *Le Chansons de l'Escadrille* 17. Daytime first five French shows were *Rue Principale* 21.1, *Jeunesse Doree* 19.6, *Grande Soeur* 19, *Tante Lucie* 18.8, and *Quart d'Heure de Detente* 18.1.

BMI Boost

CANADIAN broadcasting stations during National Radio Week, Oct. 27-Nov. 3, will use as much BMI music as possible. Announcements from the stations will tell the audience that BMI and its Canadian affiliate, BMI Canada, has produced the music and has for the past 10 years made a substantial contribution towards the development of Canadian talent. The plan was suggested by one of Canada's stations and is being used by most independent Canadian stations.

Coast Guard Tests

DEADLINE of Jan. 1, 1952, has been set on applications for men who wish to take examinations for the U. S. Coast Guard Academy, New London, Conn., the Coast Guard announced last week. Entrance to the academy is based on competitive exams Feb. 18-19, 1952, from which 200 men will be selected. Upon completion of a four-year engineering course, a cadet is eligible for an ensign's commission and a bachelor of science degree in engineering. Full details may be obtained from the Commandant, U. S. Coast Guard (PTP), Washington 25, D. C.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

'NEW EPOCH' Will Transistor Replace Tubes?

FUTURE of the germanium-based transistor is stirring the electronics world.

Some radio old-timers have been murmuring about "back to the cat's whiskers days."

That is how strong the feeling is that the transistor and other semiconductors are on the verge of replacing the vacuum tube.

The plain facts are that for the immediate future the transistor is not going to replace the vacuum tube.

The transistor is going to be put to work where the vacuum tube cannot go, where it is more economical, where its special assets—smallness, ruggedness, stability, lack of heat, minimum power requirements, instantaneous readiness for operation—are required.

Five to 10 years away is the new "epoch" in electronics—the tube-less radio and TV set, the tube-less hearing aid, and possibly tube-less computers, navigational instruments, guided missiles, etc.

The transistor was announced by Bell Telephone Laboratories in 1948. The first was the point contact transistor, which has been refined to the point where the Bell system will begin using the "shoe lace tip" size apparatus in its long-distance toll system next year.

It will be used as a translator, to automatically route a telephone call through an open circuit between points in the U. S. Many times, only one involved circuit is available for a call. This choosing of circuits is done personally by telephone operators at the present time.

Heart of the transistor is a speck of germanium. Germanium is a semi-conductor of electricity, as compared with copper which is a full conductor and porcelain which is a non-conductor.

In the point contact transistor, the germanium is housed in a tiny metal cylinder about the size of a .22 calibre shell. Two hair-thin wires are connected to the germanium.

Newly developed this past summer is the junction type transistor, which is reported to be more efficient than the previous type. It consists of a tiny rod-shaped piece of germanium treated so that it consists of a thin positive-charged layer sandwiched between two negative-charged ends. It is encased in a plastic bead, about 3/16-in. in diameter. It has three electrical connections.

Transistors can be used to amplify, detect, oscillate, rectify.

The early type can amplify up to 20 db—100 times. The new junction type can amplify up to 40 or 50 db. The latest type uses 0.6 microwatts of power (compared with a million microwatts used to heat the cathode of the ordinary receiving tube). The early transistor handles up to a megacycle in frequency; the newest up to 10 mc.

Will the transistor actually take the place of vacuum tubes?

This is what E. Finley Carter, engineering vice president of big tube manufacturer Sylvania Electric Products told BROADCASTING • TELECASTING last week:

"In many applications transistors will replace vacuum tubes. But for the next three or four years, transistors will supplement the present use of tubes."

They will, he said, "expand the use of electronic processes—particularly in industrial usage."

Mr. Carter pointed out that Sylvania has been making crystal diodes for use as TV receiver detectors and rectifiers, as computer rectifiers, as radar mixers and detectors, in addition to use in other military gear.

Dr. E. W. Engstrom, vice president of the RCA Laboratories in Princeton, said much the same. He, however, went a step further.

"The use of semi-solids as conductors will mark the next epoch in electronics. At the present time, and for the next few years, transistors, etc., will be developed for many functions not now performed by tubes. They will be complementary to tubes; they won't replace them.

"However, when we know enough about them, when they are developed to the point where they can perform the many functions that a vacuum tube does, and as cheaply, then we shall see a new vista in electronics."

Has Gen. Sarnoff's Backing

Brig. General David Sarnoff, RCA chairman, gave a hard push to such developments during his remarks fortnight ago at the dedication of the David Sarnoff Research Center in Princeton [B • T, Oct. 1]. He said:

"Electrons in solids offer tremendous possibilities and I bid you to harness them to work in 'solid comfort' instead of subjecting them to red hot heat. Indeed, cold electrons are a great challenge, the promise of which is already manifested in tiny transistors, now being developed for use as detectors and amplifiers in radio, wire and cable communications."

All seem to agree that there is a long period ahead when tubes will remain the primary method of making electrons do their masters' bidding. But, all also seem to agree that transistors will be developed to the point where they will become as significant as tubes to the electronics industry.

WNJR in Red—Blood

WNJR Newark is helping to obtain urgently needed reserves for the local blood bank by converting its large auditorium-studio into a temporary collection center Thursday, with the Newark Red Cross to provide a bloodmobile and trained medical personnel to handle blood donors. A WNJR broadcast, originating from the studio, will feature celebrities from the sports and entertainment worlds and disc jockey Carl Ide, who will interview donors and play their favorite records. Advance promotion for the day is being broadcast around the clock by recorded pleas and live interviews of local civic, medical, Red Cross and blood bank officials.

Frank H. Merrill

FUNERAL services for Frank H. Merrill, 80, president of Los Angeles Soap Co., Los Angeles, were held at Church of the Recessional, Forest Lawn Memorial Park, Glendale, last Monday (Oct. 15). Interment was private. He died Oct. 12 at Good Samaritan Hospital, Los Angeles, following a cerebral hemorrhage. Regarded as one of the outstanding soap chemists in the world, he was associated with Los Angeles Soap Co. for 54 years and became its president in 1928. Surviving are two sons, Paul C. Merrill of San Marino, Calif., and Willis H. Merrill, Long Beach, and a daughter, Ruth E. Merrill.

WCHS BOND DRIVE CONTEST

Will Send Teacher Overseas

WCHS Charleston, W. Va., is offering an all-expense trip to Europe in a state-wide contest to spur sales of Defense Bonds.

The station-sponsored contest is being conducted among West Virginia schoolteachers, whose pupils will canvass the community with pledge cards and sell in the teacher's name. Contest began Oct. 10 and runs through Oct. 31.

Lewis C. Tierney, state Defense Bond chairman and president of the Tierney Co. which operates WCHS, said the purpose of the trip to Europe is to offer the winning teacher an opportunity to see firsthand what American defense dollars are doing to bolster the western world against Communism.

Runner-up in the contest will receive for her school a sound motion picture projector with a film library. Third-place teacher will receive for her school a radio-phonograph and record library.

All three grand prizes will be furnished by WCHS and will be awarded on the basis of the maturity value of the bonds sold for each teacher.

Decisions on all matters pertaining to the contest will be made by officials of the State Defense Bond Drive and WCHS and are to be accepted as final.

The trip to Europe will be by air and has been arranged for sometime during November. It is expected that the teacher will be away from her classroom for two to three weeks and the salary of a substitute teacher will be paid by WCHS.

A CHAS. MICHELSON HIT!

"This is America"

with

Edwin C. Hill

15 MIN. TRANSCRIBED DOCUMENTARY SERIES

for particulars

CHARLES MICHELSON, Inc.

15 WEST 47th ST., NEW YORK 19

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES

From 1949 BMB Survey

DAYTIME

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

KGW PORTLAND, OREGON

on the efficient 620 frequency

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Sindlinger

(Continued from page 26)

will be started as soon as two TV markets agree to the plan, or a reasonable modification, according to Mr. Sindlinger. Each city Radox Corp. will be jointly owned, controlled and operated by NRC and each television station, with the station owning part of the local corporation. Board will consist of NRC members, representative from each TV station and two paid and revolving directors, one each from a local agency and local advertiser.

NRC believes that if each TV station in each city contributes its one-hour card rate each month for 12 months to capital stock, Radox will be operating in a few months and capital invested as well as operating charges will be paid off in a year.

Two basic services can be provided without a tabulating department. First is basic Radox service, a daily report showing one simple figure for each station, by 15-minute periods of the previous day—a new "simplified and understandable cumulative circulation figure." The year will be divided into four 13-week quarters. The sixth week's report would show cumulative circulation for six weeks, etc.

Second basic service will provide ratings "presented in a form and at a time when they have immediate value—not as requiems. Located in each broadcasting studio will be a Radox visual indicator, similar to the old type Western Union stock ticker. To operate, the station simply supplies the machine with paper tape, turns it on and lets it run each day. It is suggested that the Radox visual indicator be located for observation near a TV monitor of your own station and monitors of competitive stations. The indicator will print on tape continuously and instantaneously (at few minute intervals) the time of day, total number of TV homes tuned in to all stations at that time, the call letter code for each station and the instantaneous rating concurrent with the program of each station at the time."

Agencies and advertisers can obtain tabulated information by paying a service fee, yielding a profit on every job. Local data could be compiled nationally. Eventually stations might make money, Mr. Sindlinger suggests.

KROD

CBS ◆ EL PASO

SURE SELLS SOAP!

Bill Tormey Sales Manager White King Soap Company

Bill Tormey, sales director for the White King Soap Company and his agency, the Raymond R. Morgan Company, have this to say about KROD. "We have repeatedly bought KROD because year after year this influential station through its superior coverage, outstanding product merchandising and promotional efforts have kept White King's leadership in this important Southwest market. Yes, KROD sure sells soap!" Let KROD sell YOUR product, too, in this vital market with its 441,310 population and its $396,840,000 total sales.

5,000 watts 600 K. C.

RODERICK BROADCASTING CORP.
Dorrance D. Roderick President
Val Lawrence Vice-Pres. & Gen. Mgr.
NATIONALLY REPRESENTED BY
THE O. L. TAYLOR COMPANY

NEW GUYER FIRM

Offers Radio-TV Services

FORMATION of Radio and TV Consultants, a new station management consulting organization, was announced last week by R. Sanford Guyer, a veteran of 27 years in the broadcast industry. Mr. Guyer will headquarter in the Munsey Bldg., Washington, D. C. He had been vice president and general manager of WBTM-AM-FM Danville, Va.

Mr. Guyer

Mr. Guyer started in radio at WDEL Wilmington, Del. in 1924, serving as announcer, salesman and station manager. In 1930 he joined the announcing staff of WCAU Philadelphia, and in the next nine years was associated with WIP and WPEN Philadelphia and also handled free lance work in announcing sports, program and production, and in selling, both for radio and TV.

In 1939 he moved to WBTM Danville and three years later was appointed station manager. Mr. Guyer was elected vice president and general manager of the station in 1945.

KSIB School Studio

BROADCAST studio has been set by KSIB Creston, Iowa, in the town's high school as origination point for *Junior Town*. Program is aired Mon.-Wed.-Fri. 3:15 p.m. to give students radio experience and the public a view of school proceedings. Opening broadcast paid tribute to Dutch Horning, KSIB sports director, and to the station. Other schools are asked to participate in the series.

ILLUSTRATING cooperation between WFDF and Flint Public Library in bringing ABC Town Meeting of the Air *to that city, Lester W. Lindow (l), WFDF general manager, presents Mr. Webb with transcription of Sept. 18 broadcast.*

★ ★ ★

'TOWN MEETING'

WFDF Promotes Show

DOUBLE-BARRELED advance promotion by WFDF Flint, Mich., was credited with assuring the successful appearance of *America's Town Meeting of the Air* there under the auspices of the Flint Public Library Centennial Celebration last month.

Mapping plans at the outset, William Webb, head librarian, chose *Town Meeting* as the ideal opening event for the year-long program. WFDF promised an all-out radio buildup for the occasion. Station aired announcements promoting the program and the centennial, including cut-in spots pushing ticket requests on previous *Town Meeting* shows.

WFDF reported a sellout on tickets two weeks before the ABC program came to town, with a flurry of requests right up to the broadcast. Many people were reported turned away.

FTC HEARINGS

On Imdrin, Dolcin Cases

HEARINGS were held in Buffalo, N. Y. last week on government complaints charging Rhodes Pharmacal Co. (Imdrin), Cleveland, and Dolcin Corp. (Dolcin), New York, with misrepresentations in the advertising of those medical preparations. Abner Lipscomb, trial examiner of the Federal Trade Commission, presided over the sessions.

Hearing was held by FTC on the Rhodes case last Tuesday and on Dolcin last Wednesday and Friday, with Joseph Callaway as government attorney supporting the complaints. The Rhodes case is in the final phase of hearing, with last week's testimony devoted to government rebuttal of Rhodes' claims. The U. S. Circuit Court of Appeals (7th District) earlier had denied the firm's plea for stay of injunction requested and obtained by the commission [B • T, Oct. 15].

ANTI-RED OATH

Taken by AFRA Officers

TO ERASE any doubt in anyone's mind regarding the anti-Communist stand of the governing body of the Los Angeles local American Federal of Radio Artists, officers and board members of the union last week involuntarily took the non-Communist oath before a Federal judge in Los Angeles.

Previously, in accordance with the Taft-Hartley bill, AFRA officers had filed affidavits stating they were not Communists. A further precaution against Communist influence was taken a few months ago when a referendum was adopted authorizing the National Board of AFRA to oust any member proved to be a member of the Communist party since 1945.

Those who took the most recent oath include Knox Manning, national president, AFRA; Frank Nelson, local president; Claude McCue, executive secretary and a long list of local Board members.

WTWN Branch Studio

E. DEAN FINNEY, general manager of WTWN St. Johnsbury, Vt., last week announced establishment of a branch office and studio broadcasting facilities in the new Jax Theatre Bldg., Littleton, N. H. The Littleton operation will be linked with St. Johnsbury studios on a 24 hour-a-day basis. Regular program origination from Littleton is planned, Mr. Finney said.

Ollie Was UnTrammelled

NBC Chicago is thinking of building a doghouse for a dragon. Oliver Dragon, poet laureate of the Kuklapolitan Players on *Kukla, Fran & Ollie*, put both feet into his over-size mouth when attempting to mark the network's 25th anniversary with flowery tribute. First suggesting that he and Fran Allison sing something patriotic, "Like 'Columbia, the Gem of the Ocean'," he added "if that isn't OK, we'll get something that will be Mutually satisfactory." In his opinion, the whole production should be as simple as "ABC." Fran tried to save his name (and bread and butter) by valiantly singing a series of NBC plug tunes during the rest of the show. Ollie, undaunted, is probably puzzling out how to incorporate DuMont, Keystone, Intermountain and Yankee into his network copy this week.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

WBAL

Contact EDWARD PETRY CO

WOKE ON AIR

Weaver Heads Tenn. Outlet

WOKE Oak Ridge, Tenn., 1430 kc with 1 kw daytime, began broadcasting Sept. 29, with formal opening taking place the following day. Studios are located on Oak Terrace, Grove Center, Oak Ridge.

Members of the Air Mart Corp., which owns and operates WOKE, are Harry C. Weaver, president-general manager, who is half-owner of WGAP Maryville, Tenn.; Owen J. McReynolds, vice president, Washington, D. C.; Harry J. Daly, director, Washington, D. C., and Frank H. Corbett, secretary-treasurer, who is general manager and also half-owner of WGAP.

General Manager Weaver announced appointment of Gene Callahan as sales manager and Edward Craigmiles, as program director. Mr. Callahan, now sales manager of KOEL Oelwein, Iowa, will assume his WOKE duties Nov. 1. Mr. Craigmiles, known professionally on the air as Ed Craig, has spent the past decade at WBLJ Dalton, Ga., and WDXB and WVUN (FM) Chattanooga, Tenn.

WBUZ (FM) ANTENNA

Owner Charges Sabotage

A $10,000, 255-foot antenna for WBUZ (FM) Bradbury Heights, Md., a suburb of Washington, D. C., toppled between 9:10 p.m. Oct. 13 and 9 a.m. Oct. 14. Sabotage is suspected by Leslie L. Altmann, station owner as well as owner of a bus line which has been on strike since Sept. 16.

"It couldn't have been an accident", said Mr. Altmann, referring to the condition of the guy wires and moorings. WBUZ does commercial broadcasting and also broadcasts programs for transit receivers on the buses. Operating on the now-fallen antenna, WBUZ (FM) had an ERP of 420 w. The station is now operating with an auxiliary antenna, using 50 w ERP under special temporary authorization from FCC.

LARGEST sale in history of NBC's O-and-O video station in Chicago, WNBQ, was recorded recently as Alan Industries of Chicago bought about seven hours of time weekly.

Celebrating the opening of WOKE are (l to r) Messrs. McReynolds and Weaver, the Rev. Robert Sala, and Messrs. Daly and Corbett.

CIVIL DEFENSE FILMS

FCDA Circulating New Series

TWO official 10-minute civil defense films currently are being used by many of the nation's 108 television stations and another series, designed as TV spot announcements, are in process of completion.

The two one-reel films—*What You Should Know About Biological Warfare* and *Fire-Fighting for Householders* — were distributed last month by the Audio-Visual Division of the Federal Civil Defense Administration.

Video outlets are permitted a single showing without cost. Fees are charged for subsequent telecasts on the basis of location and audience coverage of each individual station.

Films are produced on 16mm sound and silent, 8mm (complete), 16mm and 8mm (headline) and silent film strips. They are being distributed to dealers, film libraries and local civil defense groups by Castle Films Division of United World Films Inc., 445 Park Ave., New York.

Arrangements for TV showing are handled through FCDA, United World and the television industry. Fee for succeeding showings is necessary to help defray the producer's cost of production.

FCDA also purchased two motion pictures—*Self-Preservation in an Atomic Attack* and *An Introduction to Radiation Detection Instruments* and distributed them for showing to civil defense workers. Originally produced for military personnel, they now are approved for television and public screening.

Four TV spot announcement films are prepared for three and one minute time segments. A fifth, based on FCDA's alert card, will run five minutes. Produced in 35mm, the black-and-white sound films will be distributed by the agency to all TV stations and state civil defense directors for use without charge.

A series of kinescope film recordings of seven television shows have been offered to TV stations through state directors in recent months.

Kinescopes of a CD training series, *It's Up to You*, was inaugurated by the American Red Cross last May over a 13-week spread, with half-hour programs scheduled on CBS-TV. Kinescopes were circulated to 62 CBS outlets and stations not covered by the "live" presentation. Film and TV stars appeared on each show with Red Cross and civil defense authorities.

Additionally, film recordings of *Survival*, which first appeared on NBC-TV, are still available. All aspects of civil defense are covered throughout the film series.

NEW air hours went into effect with change to standard time Oct. 1 for WLS and WENR Chicago, ABC affiliate and the network's O and O outlet, which share time on a clear channel. WLS, owned by Prairie Farmer, will broadcast five days weekly from 5 a.m. until 3 p.m., 6 to 6:30 and 7 to 8 p.m. It will have Saturday clear, taking the air from 5 a.m. until midnight. On Sundays it will broadcast from 8 a.m. until noon. WLS has the option of moving back to 3 a.m. daily. WENR will operate the remaining hours until 1 a.m. nightly and on Sundays from 12 noon.

CHICAGO POOL

TV Show Aids Drive

THREE of Chicago's four video stations—WNBQ (NBC) WENR-TV (ABC) and WBKB (CBS)—pooled their talent and facilities for a two-hour program of entertainment Oct. 19 on behalf of the Community Fund and the USO. The program was designed as entertainment only, and had no appeals for funds, according to Andy Christain, McCann-Erickson producer of the *Wayne King Show* and chairman of the planning group.

The unions, for what was believed to be the first time, agreed to cooperate in contributing member services. They were Television Authority, the American Federation of Musicians, the International Brotherhood of Electrical Workers, National Assn. of Broadcast Engineers and Technicians and International Alliance of Theatrical Stage Employees. Included on the planning group were Ray Jones, executive secretary and AFRA and midwest region director of TVA; Charlie Andrews, *Studs' Place* writer; Doug Johnson, who writes *Hawkins Falls*, and Ruth Moore of the Fund. The show will be aired from 10 until midnight.

CONGRATULATIONS TO NBC ON ITS SILVER JUBILEE FROM ITS MADISON AFFILIATE FOR MORE THAN 20 YEARS

WIBA MADISON WISCONSIN NBC

Avery-Knodel, Inc., Representatives

Badger Broadcasting Company

5000 WATTS ON 1310 . . . ESTABLISHED 1925

1 out of every 3 listens to KCMO in Mid-America

KCMO reaches 33.4% of all Mid-America radio homes tuned to Kansas City stations—a share of audience larger than *any* station heard in the area. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in Mid-America. Parts 1 and 2 of the 3-part continuing study are ready now. Write on your letterhead to

KCMO 50,000 WATTS 125 E. 31st St., Kansas City Mo.

or THE KATZ AGENCY

CBS-Columbia

(Continued from page 79)

of aluminum (compared to 16,700,000 pounds).

Thus, percentage drops are recorded for both steel and copper, with a slight increase for aluminum. Percentagewise, industry now is receiving during this quarter for steel, copper and aluminum about 65%, 54% and 48%, respectively, of materials used during the base period. Allotment of greater quantities of aluminum to electronics (bringing the percentage close to 50%) was regarded as a significant victory in view of the scarcity of that material. No relief in supply is expected before Oct. 1, 1952.

Mr. Fleischmann said Oct. 12 it is "preferable" to permit manufacturers of non-essential civilian goods to "operate at low levels" rather than prohibit use of materials outright. In a speech at Atlantic City last Wednesday, he acknowledged, however, that producers of less-essential goods (not radio-TV) may be forced out of business in the months ahead.

At the same time the DPA chief was not optimistic about building materials because of the aluminum shortage. "Very low levels" of construction will be reached during the next quarter, he predicted. Scarcity of steel remains a primary factor, too, he added.

This prediction came as the NPA continued to study possible reclassification of the radio-TV industry on materials for construction, alteration and remodeling projects. NARTB had consulted with agency authorities and pressed for relief which would allow radio-TV broadcasters to self-authorize larger quotas of raw materials for smaller projects.

Industry has protested the shifting of newspapers and other printing establishments from commercial to industrial categories on grounds that reflects "preferential treatment" among media. If approved, broadcasters would be able to write orders for up to 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum, compared to the present ceiling of two tons of steel and 200 pounds of copper [B • T, Oct. 15]. A decision is expected early this week.

Cause of Concern

Shortage of materials for component parts also is a source of concern to manufacturers. NPA has slated a meeting with the Electronic Parts and Components Distributors Industry Advisory Committee for today (Monday). Nelson Miller, NPA Civilian Requirements Division, will preside.

In other developments:

• NPA announced it would continue its restrictions against the use of copper or aluminum for decorating or ornamenting radio-TV receivers and phonograph players. Prohibition has been in effect since last July 1.

• The Defense Materials Procurement Agency revealed an agreement which would result in a "substantial increase" in the domestic output of cobalt, nickel and copper for defense purposes. Military drain on civilian consumption of these materials has cut back and altered production of radio-TV magnet loudspeakers, power transformers, and other items.

Sorry–

No time open on

CHRISTY ERK'S

"Survey of The News"

Christy's news is sold out and has been ever since it went on the air 16 years ago.

We have time to sell on other WBRY local programs, though, and Pulse says they rate tops with Waterbury listeners, too.

Ask the Avery-Knodel Man

WBRY

5,000 Watts

CBS in Waterbury, Conn.

WADE AGENCY

Personnel Assignments Set

NEW PERSONNEL assignments for Geoffrey Wade Adv., Chicago, were announced last week by Albert G. (Jeff) Wade II, executive director. Paul McCluer continues as general manager of the agency with Louis J. Nelson as media director, David S. Williams as space and timebuyer and Lawrence W. Davidson as chairman of the copy and planning committee.

Jack Farnell is radio director and Booth Luck, television chief. Other posts: Charles W. Tennant, copy chief; Gordon Norberg, research director; William R. Collier, art director; Edward A. Beane, production manager, and John Mills, business manager. Robert E. Dwyer is general manager of the Hollywood office, assisted by Forrest Owen, radio-television director.

Wade handles Miles Labs. (Alka-Seltzer, One-A-Day vitamins, Nervine, Tabcin and Bactine), Miles California Co., Murphy Products Co., Encyclopaedia Britannica, De-Met's Inc. and Green Mt. cough syrup.

Music—No Football

IN THE INTEREST of public service to the football fans—as well as the music devotees—WFEC Miami is airing special announcement each half-hour Saturday afternoons about football games being broadcast by other Miami stations. Announcement concludes, "That's the football radio line-up . . . but if you like good music best, keep tuned right where you are — to WFEC! News and music all day long!" Station reports that very favorable audience reaction, as well as complimentary comments from the sportscasting stations, has resulted.

T-H AMENDMENT

Passes in House

PROPOSED amendment to the National Labor Relations Act, which would validate over 4,700 union shop elections held prior to imposition of the non-Communist oath requirement, has been passed by the House.

The measure (S 1959) would dispense with existing provisions calling for election before a union and an employer may enter into a union-shop agreement. Only a small minority of these cases actually involve radio-TV broadcasters, and in those instances the requirement is only academic [CLOSED CIRCUIT, Oct. 8]. It was adopted on the floor after a favorable report by the House Labor Committee and approval by the Senate.

Only question posed to broadcasters is whether these union-shop cases may serve as a bar to future collective bargaining negotiations at present.

The ruling, in effect, circumvents the recent Supreme Court decision which invalidated union shop cases.

The court had held that officers of the AFL and CIO were required to file non-Communist affidavits and that authorizations issued by NLRB without regard to this were invalid.

TV Talent

(Continued from page 81)

actors: conditions completely different from those of the talent in [TVA's] contract unit.

The Board has recently held that actors engaged in making motion pictures for initial presentation on television have the same interests as, and belong in the same unit with, other actors employed by their respective employers in making films for initial showing in motion picture theatres. Traditionally, also, talent employed in making motion pictures and talent working in radio shows have been represented in separate units.

We believe that, because working conditions for employees making motion pictures for presentation on television are identical with those for making any other kind of motion picture and because of the history of bargaining for motion picture actors in separate units, motion picture and television talent should be established in separate units.

The board's decision was handed down by John M. Houston and James J. Reynolds Jr. Abe Murdock issued a partial dissent with respect to the appropriateness of the network television unit. Agreeing that CBS "has the sole authority" to hire and discharge employes in Unit 2, he argued the record contains no similar showing for Unit 1.

He declared:

It embraces the entire pool of free-lance talent, the members of which are from time to time employed on network television shows by the broadcasting networks, advertising agencies sponsors and independent producers.

The record shows conclusively that approximately 80% of the total personnel included in Unit 1 is employed directly by employers not specified in the unit description. As to those employes, the television networks are not employers. In fact, their only relationship with this talent is that it performs in studios, and by means of technical facilities leased by the networks to the unnamed employers who produce the programs.

Mr. Murdock held that this unit is "fundamentally defective," there is no area for collective bargaining between "lessor and employes of the lessee" and suggested the petition for Unit 1 be dismissed as inappropriate.

In the Unit 1 election, all employes who appeared on at least two network television programs from Dec. 10, 1950 to Oct. 17, 1951, would be eligible to vote. TVA had sought a period from Dec. 1, 1950 to Feb. 10, 1951. Talent in Unit 2 would be eligible to vote if they had two or more days of employment during that nine-month period.

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Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

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MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

programs promotion premiums

CITY SERVICE SHOW

WCCM Lawrence, Mass., *Greater Lawrence at Work*, Mon. through Sat., program seeking ways to expand city's industries. Leading manufacturers and businessmen appear on show, telling what they think of city now and what must be done for its future industrial growth. Show also features "spot news" reporting latest developments in labor and management relations in Lawrence. Program is presented as public service feature.

COLLECTS INSTRUMENTS

WCAX Burlington, Vt., recently answered appeal from local branch of Salvation Army to collect musical instruments. Army wants instruments to help launch band composed of youngsters. Station reports at end of first week response was good.

FARM FACTS

WRFD Worthington, Ohio, *Inside Agriculture*, Sun., 8 a.m., started Oct. 15, sponsored by United Implement Co. Program features Bob Miller, WRFD farm service and program director, presenting complete picture of farm situation. Mr. Miller presents world, national and local farm news, along with market trends and news commentary. Show designed to give city folk understanding of present day problems on farm.

TOP SELLING JOB

KSTP Minneapolis, sending trade and advertisers brochure based on station's selling powers. Copy attached to piece relates "KSTP now offers the biggest chainbreak bargain in big-time radio." Inside brochure is cut-out of man with moving hand holding continuity sheet. Piece goes on to report that station breaks produce extra values to sponsors.

SPECIAL EDITION

WDSU New Orleans, honored by *Illustrated Press*, Oct. 4, on station's recent affiliation with NBC. Special edition presented pictures of station officials, network officials and performers now heard on WDSU.

ANTI-COMMUNIST SERIES

WOL Washington, *Prologue*, Sun. 9:30 to 10 p.m., started Oct. 28, planned and presented by Georgetown U., Washington, D. C. Series designed to fight Communism by examining and exposing communist menace through drama. Programs will deal with American history showing that answers to many of today's problems in combatting Communism can be found in this country's past. Program is produced at school's studios at campus.

MONKEY SHOW

WTMJ Milwaukee, presented *Top O' the Morning* show, 5:30 a.m. to 9 a.m., Oct. 5, from Monkey Island in Milwaukee's Washington Zoo. Gordon Thomas, program emcee, presented program after losing feud to Hugo Murray, traffic supervisor at local stockyard and WTMJ broadcaster. Mr. Thomas used lantern to read commercials, introduce records and to comment on activities of his hairy friends. Station engineers handled records and remote equipment from outside fence that borders island. Station reports that nearly 2,000 people stopped on their way to work to watch Mr. Thomas perform with monkeys.

EDUCATIONAL SERIES

WOW-TV Omaha, *Doors of Knowledge*, Mon. 9:45 p.m., educational series allowing time on alternate weeks to city's two universities. Creighton U. presented first show on station. Creighton U. has worked with WOW for past two years in presenting educational TV shows.

ITALIAN COVERAGE

WOV New York, Oct. 3 presented on-the-spot coverage of New York Mayor Vincent R. Impellitteri's arrival and reception at his native village of Isnello, Sicily. Accompanying Mayor on flight from Rome to Isnello was Lucio Basco, WOV Rome correspondent. Mayor Impellitteri addressed the villagers, reassuring them of continuance of good relations between the U. S. and Italy.

NEW BABY

A CIGAR and letter were sent to 850 advertising prospects by Duane Janes Co. last week announcing a "Blessed Event"—acquisition of a new account, National Selected Products [B • T, Oct. 15]. The letter suggested that as "proud fathers" the agency was distributing cigars and that "while you are weaving dreams, you will think about what new customers for as little as 9¢ each could do for that 1952 sales curve of yours." The letter was signed by Duane Jones, president of the agency.

FILM BIRTH

BALL Productions and Television Films Inc. of Florida sent out notesized cards to "Proudly announce a new and most unique film baby . . . Born in the Everglades for television." Sex is "Male . . . 'Robin Hood of the Everglades'" and the name is given as "Jeff Cypress in 'Call of the Everglades'." Weighing in at 192 pounds and measuring 6 feet 3 inches, Jeff is described in a note as "A very handsome, rugged boy . . . A new kind of hero to thrill the kids . . . and grownups too." Presentation of the half-hour pilot film for newsmen and agencies was held Wednesday at the Waldorf by proud parent Fred F. Frink, president of Ball Productions Inc., N. Y.

FREE TICKETS

HUGO WAGENSEIL & Assoc., Dayton, agency for Bonded Oil Co., sending out "ticket" promotion to families in Dayton and Columbus area. Memo with tickets reminds viewers of *Family Theatre* shown over WLWD(TV) Dayton and WLWC(TV) Columbus. Program features "first time" runs of popular motion pictures. Tickets report "Any television set will admit you to Bonded Oil Co.'s *Family Theatre*."

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

UHF DATA

WELI New Haven, Conn., distributing 100,000 booklets giving comprehensive explanation of UHF television. Station using mails, TV dealers and servicemen in releasing booklet in New Haven, Troy, N. Y., Albany, N. Y., and Schenectady, N. Y. Piece relates information about different company's UHF tuners. It answers the question, "What is UHF television?" It also gives vast information on antennas and TV manufacturers' plans to improve television through UHF.

FIRST BIRTHDAY

WORL Boston, Oct. 8, celebrated its first birthday by giving away 23 big prizes in its "Why I Listen to WORL" contest. Top prize for winner was mink scarf. Station reports that entries poured in from all over New England. WORL also ran five-column ad in *Boston Post* "thanking both the listeners and all the sponsors who had advertised on WORL the past year for making the station so successful."

GRANDMOTHER'S DAY

KTRI Sioux City, Iowa, in honor of Grandmother's Day, Oct. 14, picked an outstanding grandmother as winner of four state contest. Vern Nelson and John Rickwa, emcees on *Over the Coffee Chatter* program, conducted contest. Winner selected was 90-year-old Sara

(Continued on page 90)

Successful marketing is an **integrated** operation. Printers' Ink stands alone as the one publication that **reports** every phase of **marketing** completely, that integrates all the complexities of marketing for the advertising, management, sales and agency executives who are the leading **buyers of advertising.**

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

Programs, Promotions

(Continued from page 89)

E. Uhl of Mapleton, Iowa, who has 121 children, grand children, great grand children and great great grandchildren.

TOP FLIGHT CAST

WPIX (TV) New York telecast a *Salute to the United Nations* recently with entertainment, sports, and political figures acknowledging the international body. Appearances were made by such page one people as the Yankee and Giants baseball teams, officials from the U.N., Milton Berle, Rudolph Halley, Grover Whalen, and Broderick Crawford. Three-hour show was presented by Winston Stores in connection with their opening a new Bronx outlet.

HELPING DRIVE

WEST Easton, Pa., will feature local professional talent—from concert pianists to song-and-dance man—in series to be called "They Give Their Best to the Community Chest." With 16 performers each giving a 15-minute show for 16 agencies participating in Chest, the message is that if professionals can afford to donate time and talent, listeners should be able to donate money to drive. Plan was devised by Program Director Gene Bethman and Special Events Director Don Charles in cooperation with local Chest officials.

FOR FINEST TAPE RECORDING
KOIL
Omaha, Nebraska
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

DETROIT PULPIT

WJBK-TV, *Detroit Pulpit*, Sunday morning religious programming, with speakers from Catholic, Protestant and Jewish faiths appearing during series, and denominations rotating according to population division. At same time, program will be simulcast on WJBK-AM-FM, where it has been heard for past year. Immediately following local program, WJBK-TV will present CBS religious feature *Lamp Unto My Feet*, giving viewers a 45 minute block of religious programming.

TV COMES THROUGH

KPIX (TV) San Francisco, originating station for recent inaugural transcontinental telecast and subsequent coverage of the Japanese Peace Conference, promotes its role in historic proceedings with multi-page folder to trade announcing ". . . here is a big story, briefly told." Text details planning, preparation and final production of conference coverage—"without question the gravest responsibility ever placed in the hands of one television station." Text also carries references of praise for the job done by KPIX from viewers and pickup stations cross-country.

BILLBOARD PROMOTION

WDGY Minneapolis using large billboard promotion in center of city. Display is 24 feet high and 52 feet wide and is situated at Hennepin Ave. and Harmon Place, a corner which city statistics show 175,000 persons pass every day. Station placed clock and thermometer at separate ends of advertising space. Large station call letters are atop billboard. Station also using many other billboards in Minneapolis and St. Paul.

'GOOD MUSIC' SHOW

WEW St. Louis, the independent "good music" station, launched its first personality series Oct. 7 with Vladimir Golschmann, conductor of St. Louis Symphony Orchestra. Series of 13 shows is sponsored by the Mercantile Trust Co. each Sunday afternoon for 45 minutes, and features Mr. Golschmann in commentary of musical notes and reminiscences followed by music tying-in to the continuity. Most of the selections are recordings by the St. Louis orchestra. Similar shows featuring a personality are being planned now.

FOOTBALL COACHES

KDKA Pittsburgh, *Hi Coach*, Thurs. 7:15 p.m., started Oct. 11, series featuring top local high school coaches from Pittsburgh area. Sports Announcer Johnny Boyer, and Walter H. Burns, noted business executive and assistant coach at Carnegie Tech, will chat with guest coaches. Roundtable talk gives inside happenings of outstanding high school elevens.

FCC actions

OCTOBER 11 THROUGH OCTOBER 18

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WJBY-FM Gadsden, Ala.—Mod. CP new FM station for extension of completion date.

License for CP

KVLC Leadville, Col.—License for CP, as mod., new AM station.

KORK Las Vegas, Nev.—License for CP, as mod., new AM station.

WSYD Mt. Airy, N. C.—License for CP, as mod., new AM station.

WFMZ (FM) Allentown, Pa.—License for CP, as mod. and reinstated, new FM station.

License Renewal

Station requests license renewal: KDKD Clinton, Mo.

October 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WNBT (TV) New York—Mod. CP authorizing change in ERP, etc., to change vis. and aur. power.

License for CP

WBSC Bennettsville, S. C.—License for CP, as mod., authorizing change in frequency, power, DA, etc.

License Renewal

Following stations request license renewal: WELL-FM Battle Creek, Mich.; WPIT-FM Pittsburgh.

October 15 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WCEN Mt. Pleasant, Mich.—Mod. CP authorizing power increase, new ant., etc., for extension of completion date.

WAWZ Zarephath, N. J.—Mod. CP authorizing N power increase, new DA, etc., for extension of completion date.

TENDERED FOR FILING

Modification of CP

KSOX Harlingen, Tex.—Mod. CP to change D operation from DA to non-DA.

October 16 Decisions . . .

BY THE SECRETARY

WJWL-FM Georgetown, Del.—Granted license FM station: 101.5 mc (Ch. 268) 8.2 kc, ant. 355 ft.

WMBI-FM Chicago, Ill.—Granted license covering changes in FM station.

KRMD-FM Shreveport, La.—Granted mod. CP for extension of completion date to 2-1-52.

WCEN Mt. Pleasant, Mich.—Granted mod. CP for extension of completion date to 12-15-51; cond.

American Bcstg. Co. Inc., New York—Granted extension of authority to transmit recorded programs from 30 Rockefeller Plaza, New York, and other points throughout U. S. where licensee maintains studios to all broadcast stations under control of Canadian authorities that may be heard consistently in U. S. for period beginning 3 a.m. EST, Nov. 9 and ending no later than 3 a.m., EST, November 9, 1952, provided program has been, is being, or will be broadcast in U. S. by licensee.

KGEM Boise, Idaho—Granted license covering installation of DA-DN etc., cond.

WMMB Melbourne, Fla.—Granted license covering change of facilities.

Following were granted mod. CP's for extension of completion dates as shown: KUTE Glendale, Calif., to 5-1-52; KISS San Antonio, Tex., to 5-1-52; WDMJ Marquette, Mich., to 12-1-51, cond.; KMPC Los Angeles, Calif., to 4-1-52; cond.; WJFR Caguas, P. R., to

NEW RECORDING FIRM

Fulton Co. Opens Studios

NEW and complete recording studios have been opened by the Fulton Recording Co. and will be headed by Rene Oulman, previously director of motion picture production at MGM-International, as general manager.

Other members of the new company include Newton Avrutis as supervising engineer. Formerly in charge of recording foreign sound tracks for MGM-International features, Mr. Avrutis served with the Army Signal Corps during the war and was in charge of recording of training films for the allied forces. Richard E. Mack, formerly with Audio & Video Products Corp. and the Carnegie Hall Recording Co., will be chief sound engineer.

SERVICE DIRECTORY

Custom-Built Equipment
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1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
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P. O. Box 7037 Kansas City, Mo.

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National Press Building
Offices and Laboratories
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Washington, D. C. ADams 2414
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JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
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—Established 1926—
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INTERNATIONAL BLDG. DI. 1319
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26 Years' Experience in Radio Engineering
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There is no substitute for experience
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RUSSELL P. MAY
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CONSULTING RADIO ENGINEERS
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927 15th St., N. W. REpublic 3883
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AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
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Riverside, Ill.
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ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

4-18-52; cond.

KPFM Portland, Ore.—Granted license covering changes in FM station.

WBIB New Haven, Conn.—Granted license FM station; 100.7 mc (Chan. 264), 7.6 kw, ant. 80. ft.

KDLM Detroit Lakes, Minn.—Granted license AM station; 1360 kc, 1 kw, D.

KDAS Malvern, Ark.—Granted license AM station; 1420 kc, 1 kw, D.

WAVA Ava, Ill.—Granted license for new AM station; 1580 kc, 250 w, D.

Following were granted mod. CP's for extension of completion dates as shown:

WALK Patchogue, N. Y., to 3-23-52; cond.; WABA Aquadilla, P. R., to 11-1-51; cond.; KAKC-FM Tulsa, Okla., to 4-1-52.

KWAR Waverly, Ia.—Granted license noncommercial educational FM station; 89.1 mc (Chan. 206) 10 w.

WLBJ-FM Bowling Green, Ky.—Granted license covering changes in FM station.

KXEL-FM Waterloo, Iowa—Dismissed pending application for CP to make changes in FM station.

WOOF Dothan, Ala.—Granted mod. CP for extension of commencement date to 3-18-52.

ACTION ON MOTIONS

By Comr. George E. Sterling

WSIX Nashville—Granted petition for extension of time from Oct. 8 to Oct. 29 to file exceptions to initial decision in application of Vermilion Bcstg. Corp., Danville, Ill.

WQAN Scranton, Pa.—Granted petition for extension of time to November 15 to file exceptions to the initial decision re its application.

Lawrence County Bcstg. Co., Lawrenceburg, Tenn.—Granted petition for continuance of hearing from Oct. 31 to Dec. 31 re its application.

Southwestern Publishing Co., Oklahoma City and Tulsa—Granted petition for leave to amend applications to change name of applicant to Donald W. Reynold.

KOPR Butte, Mont.—Granted petition for dismissal of application.

By Comr. Paul A. Walker

Granted petition for continuance of hearing from Oct. 30 to Nov. 6 in Big Spring, Tex., re applications of KTXC Big Spring, Tex. and for revocation of CP of KFST Fort Stockton, Tex.

By Hearing Examiner H. B. Hutchison

WOKY Greenfield Township, Wis.—Granted petition for continuance of hearing from Oct. 15 to Dec. 10 re its application.

By Hearing Examiner Basil P. Cooper

WLIZ Bridgeport, Conn.—Granted petition for continuance of hearing from Oct. 15 to Nov. 27 re its application.

By Hearing Examiner Elizabeth C. Smith

WVOP Vidalia, Ga.—Upon petition of WVOP ordered that place of further hearing re application for purpose of taking testimony on non-engineering phases thereof, be changed from Washington to Vidalia, Ga., and that such further hearing shall be held at a time to be fixed by subsequent order.

Capitol Radio Enterprises, Sacramento, Calif.—Granted petition requesting that transcript re its application be changed in various respects.

October 16 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KSOX Harlingen, Tex.—Mod. CP, as mod. and reinstated, authorizing new AM station, to change from DA-DN to DA-N, etc.

License for CP

KWRE Warrenton, Mo.—License for CP authorizing power increase, etc.

KTFY Brownfield, Tex.—License for CP authorizing change in frequency, power increase, etc.

October 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSUN St. Petersburg, Fla.—Mod. CP authorizing changes in DA, etc., for

(Continued on page 96)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

North midwestern station needs following personnel: Three experienced announcer - engineers ($300-$400) per month. Program director ($350). Salesman (15%). State all particulars in first letter with disc or tape and pictures. All replies answered. Box 240L, BROADCASTING.

Help wanted, complete staffs for two stations, business managers, top announcers, girl Friday traffic. Send pictures, disc, complete history, pay desired, KGAE, Marion Hotel, Salem, Oregon.

Salesman

Seasoned, diplomatic, ready with answers. Market? Seventh richest county in nation. Only station in western Pennsylvania town. 250 watt daytime independent. Good staff backing. Must have car. Salary and commission. Box 243L, BROADCASTING.

Wanted. Salesman for Virginia network station; must be able to cope with tough sales problems. Good character and experience required. Minimum salary guaranteed. Box 257L, BROADCASTING.

Midwest network affiliate needs aggressive salesman. Send all details immediately. Box 284L, BROADCASTING.

Good salesman for good market. Two of our men currently earning nine to eleven thousand per year. Applicants selected must be able sell radio and sell it clean. This is an outstanding job for an outstanding producer. Complete details, references first letter. Drawing account against twenty per cent commission. Contact Socs Vratis, KOLE, Port Arthur, Texas.

Salesman. Prefer man experienced in radio selling small market. Contact WCBT, Roanoke Rapids, N. C., by letter.

There's nothing wrong with radio that good salesmanship can't cure. If you're not an order-taker, if you don't wait for agencies to phone, if you have ideas and can sell, there's a rosy future for you at the Washington Area's most powerful independent. Write fully to Howard Stanley, WEAM, Arlington, Virginia.

Another salesman needed immediately in the greatly expanding market of Tide Water, Virginia. Fulltime network station, excellent working conditions. Right man will be ambitious, energetic, between the ages of 24 and 35 and will receive a guarantee commission. A native southerner preferred seeking a bright future. Write, wire, call Harrol Brauer, WVEC, Hampton, Virginia.

Salesmen, single, to travel west of the Mississippi by car selling in person and by long distance phone, our successful continuity service and our 7 new continuous script shows. Prefer salesmen whose base is Texas. Salary and expense arrangement with opportunity to grow. Write Merchandising Division, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

Announcers

Combination announcer-engineer wanted middle Atlantic station. Fine opportunity. Salary starting $75.00. Box 105L, BROADCASTING.

Immediate opening experienced general staff and play-by-play announcer, $75 week. Net affiliate upper midwest, good small friendly family city. Permanent. No replies to beginners or shoppers, so send disc or tape with first letter please. They will be returned promptly. Box 207L, BROADCASTING.

Help Wanted (Cont'd)

Rocky Mountain 250 watt NBC station wants combination operator-announcer who can write copy. College town. Box 241L, BROADCASTING.

Announcer-engineer for station in Minnesota, Iowa, South Dakota area. Salary open. Write Box 249L, BROADCASTING.

Wanted—Experienced broadcaster with capital to consider buying interest in established plant in promising field, in which choice of three affiliations has become available. Box 258L, BROADCASTING.

Wanted, announcer, experience not essential but must have good voice. Virginia network. Box 278L, BROADCASTING.

Hardwork, reasonable salary offered capable man in daytime independent. Full particulars, salary desired, disc-tape. Box 281L, BROADCASTING.

Morning man with selling voice, live but not zany, permanent position, midwest. State full particulars. Box 290L, BROADCASTING.

5000 watt NBC affiliate in Boise, Idaho seeks two all-round announcers for its staff. Ability to read news and read commercial copy so that it sells, essential. $285.00 a month. Base forty hour week. Some overtime. Send disc, details and phone number immediately to KIDO, Boise, Idaho.

Hawaiian station looking for the right combination men for two announcing jobs. Experience secondary to ability. Send full details, audition and references in first letter. First phone license essential. KMVI, Wailuku, Maui, T. H.

Announcer—send disc, photo and salary requirements. Larry Filkins, KSCB, Liberal, Kansas.

Southwestern Mutual affiliate has immediate opening for combo man. Ideal all-year climate. Offer variety announcing with young, congenial staff. Prefer young, married man who will be permanent. Address disc, photo and details to Radio Station KSET, 706 N. Mesa, El Paso, Texas.

Permanent opening operator-announcer accent operator experienced or inexperienced, solid 22 year old 1000 watt network station. Rush complete information including picture, audition, salary desired. KSPR, Casper, Wyoming.

Wanted immediately, announcer-salesman for ABC affiliate in Casper, Wyoming, oil capital of the Rockies, good future, send all details in first letter all along with disc or tape and photo. Eugene Larrieux, Program Dir., KVOC.

Good announcer wanted immediately. Excellent working conditions. Good pay. Dewey Long, WABB, Mobile, Alabama.

Announcer, must be experienced newscaster and able to deliver commercials that sell. Preference given to man with local news gathering experience. Advise previous experience, salary expected and include snapshot and audition tape or disc, good starting salary with regular increases, confidential. WAKR, Akron, Ohio.

Combination announcer-engineer. Emphasis on announcing. Salary commensurate with ability. Call Manager, at telephone 780 collect. WBSC, Bennettsville, S. C.

Opening for announcer or announcer-engineer. Emphasis on announcer. Desire settled man. WBUY, Lexington, N. C.

Announcer, experienced, versatile, strong on commercials and news. Continuity experience helpful. Good starting salary. Graduated pay scale, talent. Send auditions, photo, letter of qualifications including salary expected to Station WJWL, Georgetown, Delaware.

Help Wanted (Cont'd)

Announcer, combination man for regional ABC. WKTY, La Crosse, Wisconsin.

Combo man, no experience necessary, for a one kilowatt daytimer. Call Charlie Stratton, WRAG, Carrolton, Alabama today. Good proposition.

Combination man for morning shift. Accent on announcing. $65.00 to start. WVOP. Telephone 327, Vidalia, Ga.

Announcer-engineer, first phone WWGS, Tifton, Ga., Phone 921.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Wanted. Radio operators holding 1st class radio telephone licenses. Experience unnecessary. Car required. Upstate New York. Box 180L, BROADCASTING.

Dependable man who can maintain and operate small 250 watt transmitter. Permanent position. Living quarters furnished for right man. Box 260L, BROADCASTING.

Chief engineer with 1st class license. Experience in maintenance and ability. Good pay. Good working conditions. 250 watt North Carolina station. Box 261L, BROADCASTING.

Conscientious engineer for daytime independent. Experience not essential, ambition and ability is. State background, salary desired. Box 282L, BROADCASTING.

Wanted—Transmitter operator with car for AM and FM station. Experience unnecessary. $50.00 for forty hours plus time and one-half for overtime. Box 291L, BROADCASTING.

Tired of freezing in the wintertime? KGBS in the Magic Valley of the Rio Grande will pay $1.35 per hour starting wages for transmitter operator. Contact Chief Engineer, KGBS, Harlingen, Texas.

Working chief engineer. Good job with a good station currently preparing TV application. Give complete details, experience, salary expected to begin, in first letter. Socs Vratis, KOLE, Port Arthur, Texas.

We have immediate opening for engineer-announcer. Opportunity to develop announcing technique. Southwestern network affiliate in city 300,000. Must be young, married man for permanent job. Reply to Radio Station KSET, 706 N. Mesa, El Paso, Texas.

Needed—Transmitter operator. 56 hours. $70.00. Living quarters available for single man. Good possibility that chief's job will be open soon at higher salary. Ken Palmer, Radio Station KVER, Box 1388, Albuquerque, New Mexico.

Wanted. First class engineer or combination engineer-announcer. Radio Station WCFV, Clifton Forge, Virginia.

We need two men who are looking for permanent positions. First class tickets and announcing ability for kilowatt fulltime directional operation. Send audition disc and details to WCTT, Corbin, Ky.

Engineer, first class license. Immediate opening. WEAV, Plattsburg, N. Y.

Engineers having desire and voice to announce, this is your chance. Pay $55 or more while you learn. Wire John Garrison, WFUN, Huntsville, Alabama.

Help Wanted (Cont'd)

Immediate opening for engineer with first class license. Contact Allen B. Jones, Radio Station WGNI, Wilmington, N. C.

Engineer wanted, some announcing for evening schedule. Send full details first letter. Lester L. Gould, WJNC Jacksonville, N. C.

Immediate opening, engineer for a 250 watt western Pennsylvania station. Salary depending on ability. Possible chief at one of two stations to be built in early spring. Contact Chief Engineer, WKBI, St. Marys, Pa.

Wanted, engineer, AM and FM NBC affiliate WKPT, Kingsport, Tennessee.

We seek permanent transmitter engineer. Experience secondary to character and ambition. Car necessary. Contact Harold White, WKTY, La Crosse, Wisconsin.

Engineer-announcer, who can take over as chief in short time. Also, announcer-salesman who desires a good opportunity. Good pay, good surroundings, no drifters. Write or call Paul Reid, 2-2771, WRLD, West Point, Ga.

First Class engineer. Immediate opening. Contact James Trewin, Rural Radio Network, WVCV, Cherry Valley, New York.

Wanted immediately—Two engineer-announcers with experience. Two experienced staff announcers; would prefer men from the east. One good hillbilly announcer. If you have no experience, don't waste my time and yours. New station. Call or write Nathan Frank, Henderson, North Carolina, telephone 736. These positions must be filled on or before October 28th.

Production-Programming, Others

Copy girl: For small station in eastern Pennsylvania. Experience not essential, but potentialities for development are. Typing and dictation necessary. Opportunity for air work with talent. Box 201L, BROADCASTING.

Where 'n Sam Hill are all the copywriters! Good job, good pay, good station. Good deal for good man. Come on, fellas: Samples, background data to Box 218L, BROADCASTING. You want to get ahead in the world, don't you?

Experienced writer for midwest radio-TV station's large continuity department. AFRA minimum: $3700 first year; $4300 second year; three weeks vacation. Box 250L, BROADCASTING.

Experienced newsman with farm background to take charge local news farm service departments. Top salary for man who can cover, write and deliver local news. Send details on experience, tape, photo to Manager, KSIB, Creston, Iowa.

Continuity writer. Woman preferred. Local station net affiliation. Complete details first letter. Ken Marsh, KWNO, Winona, Minnesota.

Progressive southern station needs a good copywriter immediately. Working conditions excellent. Good salary and chance for advancement. Dewey Long, WABB, Mobile, Alabama.

Can use dependable and aggressive young fellow intelligent enough to become PD. Involves some board work. Send complete data and tape or can. WBEX, Chillicothe, Ohio.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Television

Technical

TV cameraman for midwest station. State experience, availability, salary required. Non-engineer only. Reply Box 214L, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Manager: With a record of achievement in highly competitive midwestern metropolitan field. Not a "Fancy Dan," but a sound, practical operator with a background of 12 years newspaper experience and 10 years in management of 2 recognized 5 kw network outlets. Extremely dollar conscious and strictly sales-minded. Now in newspaper field, but seek return to AM radio with established station having a man-sized job to be done and willing to pay well for accomplishment. Not interested in station skating on thin ice because I'm not a miracle man or one-shot wonder-worker. Will invest. References from prominent past employer and industry leaders as well as present employer. Go anywhere. Available 30 days notice and available for immediate interview in your office. Box 70L, BROADCASTING.

Station manager now heading successful station is seeking position as general manager in town of about fifty thousand population. In radio since 1933 in every capacity from engineering to programming with emphasis on sales and management. Box 270L, BROADCASTING.

Experienced combination announcer-engineer-salesman looking for a network operation in a single station market to manage a salary and commission basis minimum $400. Box 198L, BROADCASTING.

What station needs a hustling high type manager with sales programming and production ability. Sober, reliable, trustworthy. Middle-aged. Box 199L, BROADCASTING.

Manager. Management, sales and program experience, qualified to manage station in small midwest market. Active and energetic. Salary plus percentage. Box 230L, BROADCASTING.

Thoroughly experienced young broadcast executive, 32, seeks challenging new assignment as general manager of small or medium market station. Five years with present employer, one of country's top broadcasting organizations. Minimum salary $525 per month. Excellent references. Box 238L, BROADCASTING.

Sales executive, 20 years in radio interested in radio and TV sales and promotion, prefer progressive, independent group Washington-New York areas, or elsewhere, write, wire. Box 244L, BROADCASTING.

Presently employed general manager who has held same position for twelve years desires to return to native midwest if responsible position paying minimum of ten-thousand per year can be found. All letters answered in confidence. Box 269L, BROADCASTING.

Competent community and sales minded manager now employed desires opportunity to relocate. All midwest experience. Will consider any locale. Box 245L, BROADCASTING.

Save money—save money—Combination manager-commercial manager. 16 years experience, all phases. Will curb operating expenses and increase sales, sober, dependable, family man, excellent references. Box 259L, BROADCASTING.

Station manager, with twenty years experience in radio. Good reputation, with top references. Employed now in one of nation's largest cities. Wants job in south or southwest. All offers considered. Box 263L, BROADCASTING.

If you are looking for a conservative manager for your station, I would appreciate hearing from you. Now employed as manager of station at $8500 per year. Want position paying more than present trading area affords. Stable record. Available on reasonable notice. Box 271L, BROADCASTING.

Salesman

Salesman-announcer. 28 yr. old vet with previous experience desires permanent location with future. Family man. Min. $75.-15% comm. Religious, conscientious. Inquiries answered. Box 283L, BROADCASTING.

Announcers

Announcer-program director desires position in northeast. Ten year background. Box 55L, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—3 years experience, tops in news, commercials. Desirous of getting with progressive kw or more network affiliate. $65.00 minimum. 31, married. Box 178L, BROADCASTING.

Network caliber play-by-play staff man. Ex college football and pro baseball player desires metropolitan location, college sports and pro baseball. $85.00 per week. Box 204L, BROADCASTING.

Announcer-sportscaster, year's experience, married, one child, veteran, exempt. Strong on all sports. Will travel immediately. Box 232L, BROADCASTING.

Announcer, single, draft exempt. Two years experience, good DJ, news, willing to travel. Box 233L, BROADCASTING.

News-sports specialist, now employed. Family man, draft free, accept staff in east. Available two weeks notice. Box 235L, BROADCASTING.

Announcer: Packed up-ready to go, 10 months experience. Go anywhere. Wire now. Staff, experience all phases, news, DJ, dance band, remotes. Desire night-turn. Salary $230. Box 239L, BROADCASTING.

Sportscaster, experienced, currently employed, seeks year-round sports operation. Available basketball season, baseball 1952. Minimum $75 plus talent. Air check tapes. Box 247L, BROADCASTING.

Want program job small station, or announcing metropolitan area. 2½ years announcing, 9 months PD. Draft exempt, young, ambitious, employed. Box 255L, BROADCASTING.

Announcer-newsman, 6 years experience. If you have opening, I can fill it. Prefer midwest. No draft. Box 262L, BROADCASTING.

Five years experience. BA Degree. Family man. Want news or sports or both. Now at CBS affiliate. Midwest or Rockies. Box 274L, BROADCASTING.

Announcer 7 years, sales 1 year, ideas, family, college grad. Box 276L, BROADCASTING.

Experienced newscaster and news editor wishes to relocate in city of over 75,000, station 5000 watts or over. Consistent record of increasing ratings. Basic salary $100 plus talent. Hard-working, active in community affairs. Position must be permanent with financially stable organization. Past experience all in midwest and prefer this area. Box 280L, BROADCASTING.

Announcer-program director prefers New England-New York area. 4 years experience all phases, accent news, special events, network traffic. College graduate, 32, veteran, family. Box 286L, BROADCASTING.

Looking for a good, experienced all-round play-by-play staff and salesman? Have proof available. Box 288L, BROADCASTING.

Announcer: Desires staff position. Strong on DJ, commercials, continuity plus radio, news background. College grad. Single, veteran, draft exempt. Disc and photo upon request. Box 289L, BROADCASTING.

Versatile announcer wants position where board work not required. Conscientious, draft exempt, excellent references. Box 292L, BROADCASTING.

Colored disc jockey-staff announcer. College education, excellent character, best references. Box 294L, BROADCASTING.

Sportscaster—in New York TV and advertising past year—seeking permanent return to sportscasting. Top sports promotion record. College grad. Any combination with sports acceptable. Box 295L, BROADCASTING.

Announcer-PD, desires staff position. 5 year background news, MC, disc shows, programming. Vet, draft exempt. Disc, photo upon request. Box 298L, BROADCASTING.

Negro combo man, 26, married vet, 2½ years experience, 1st phone, all sports play-by-play. Will go anywhere. I can work. 2616 Halldale Avenue, Los Angeles 18, California.

Staff announcer - sportscaster, deep voice. Married, no children, south or southeast. Not a drinker or floater. Cummings, 1222-A Oak, Kansas City, Mo.

Announcer - salesman - writer. College grad, vet, 23, single. Trained radio plus experience. Versatile announcer interested in all phases of radio. Contact Stan Fialkoff, 271 Hawthorne St., Brooklyn, N. Y.

Situations Wanted (Cont'd)

Announcer. Single. Draft exempt. Graduate of SRT. Strong on news, disc jockey, commercials. Photo and disc available. Vic Stevens, 4943 South La Crosse, Chicago, Illinois.

Announcer, trained leading school. 25, married, child. Disc or personal interview. John Wells, 361 Euclid Avenue, Brooklyn, N. Y.

Technical

Engineer with degree and 15 years experience in radio, give all details in first letter. Box 43L, BROADCASTING.

First phone. Seven years Marine radio experience, married, auto, desire position midwest, Minnesota or Wisconsin preferred. Box 231L, BROADCASTING.

Transmitter engineer with 3 years experience, married, age 27, have car. All offers considered. Box 237L, BROADCASTING.

Chief engineer, experienced announcer. Three complete constructions. Desire midwest. Family. Car. Minimum $100. Box 242L, BROADCASTING.

Engineer, twenty years experience, construction, installation, maintenance, directional antenna and FM. Excellent experience in supervisory capacity. Midwest or south. Box 246L, BROADCASTING.

Combination chief engineer-announcer, accomplished in both lines. Now employed as same. Family, settled, reliable, southerner. Alabama or Mississippi stations only. Will arrange personal interview and audition. $400.00 monthly. Box 248L, BROADCASTING.

Engineer, 15 years experience including construction and directional operation. Desires responsible position with progressive company in midwest or west coast. Box 253L, BROADCASTING.

Florida, southeast, fifteen months experience engineering, announcing desires combo work in progressive station. Full particulars from Box 273L, BROADCASTING.

Engineer, first phone, 3½ years 50 kw. Control some trans. Desire trans 5 kw or over. Single, car. East, midwest. Box 277L, BROADCASTING.

Engineer of Chinese origin available immediately. Studio and transmitter experienced and draft exempt, but no car. New England area preferred. Box 285L, BROADCASTING.

Could you use two years experience combination engineer, announcing (all phases). Available November 1st. Box 299L, BROADCASTING.

1st class license, six months experience, draft free, single. Ran remotes besides regular duties at studio and transmitter. Roger Bonetti, 25 Bay 23rd Street, Brooklyn, New York, ES-2-6113.

Ambitious RCA Institutes grad with first phone ticket, TV training, fourteen months varied AM experience desires position. Draft exempt. Theodore Bonn, 108 Grand Ave., Ridgefield Park, New Jersey.

Attention: Stations north of Washington, D. C. Presently employed with WCVA. Telephone: 8338, Bob Peters.

Production-Programming, Others

Program director. One of radio's top men: Creative, Knows radio, all phases. Success story. Excellent references. Will do air work. Desires metropolitan area. Available one months notice. Box 234L, BROADCASTING.

Experienced copywriter and traffic man, desires station where he can settle permanently with advancement possibilities. Good plausible copy. References. Box 254L, BROADCASTING.

Recently returned from Europe—a news editor - writer - announcer who knows what he writes and speaks because he's been there. Six history-packed years on-the-scene and behind the mike in England, France, Germany and Italy. Box 256L, BROADCASTING.

Girl Friday, 3 years experience. Thoroughly trained, college grad. Women's and children's features. News, DJ, commercials, copy, sales. Disc available. Box 265L, BROADCASTING.

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE

STEVE BONDY: Announcer - Pitchman-Salesman. S.B. is a P.D.'s answer to hard-selling copy and more sales. STRONG on P.I. and D.J. broadcasts and interviews. Likes sales on and off the air. TAPE, DISC AVAILABLE.

FRANK ROBERTS: Announcer - Newscaster-Actor. Creator of: "Memories on Wax;" "Round the World in Music." Formerly with AFRS and KRKL and KOL Seattle. Member of Pacific NW Arts & Artists Guild. STRONG on Morning D.J. stanzas and Ad Lib. TAPE OR DISC AVAILABLE.

ROY GLERUM: Announcer - Newscaster - Continuity Writer. Will locate anywhere in USA. Roy turns in an admirable Man-in-the-Street broadcast and likes sports. STRONG on Newscasting, newsediting, copy, and board work. TAPE, DISC AVAILABLE.

BOB KELLY: Announcer - Newscaster-Sportscaster-Impersonator. When you get Bob Kelly — you get four other fellows too: Grandaddy, Archie, Pierre and Toughie the fighter for the whooping Triple K DJ show "Kaffe Klatsch Kelly." Tops on characterizations, sports and Ad Lib. TAPE OR DISC AVAILABLE.

SID SASLAWSKY: All-around staff announcer personable, young and talented. Creator of religious and classical music programs as well as a variety of popular music shows. ESPECIALLY STRONG on newscasts highlighted by dignified authoritative delivery. Excellent board work. TAPE OR DISC AVAILABLE.

JIM WHELEN: Announcer - Newscaster - Special Events Man. Creator of musical program: "Up and Down Broadway," and religious half-hour "Crossroads USA." A fast moving program man, he has a rare faculty of bringing people together where they will do your station the most good. STRONG on personality shows. TAPE OR DISC AVAILABLE.

Write or Wire

SRT
SCHOOL OF RADIO TECHNIQUE
R.K.O. Bldg. Radio City, N.Y. 20, N.Y.
Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

Situations Wanted (Cont'd)

Program production-AM/TV or agency. 24, college, agency background. Will relocate. Box 267L, BROADCASTING.

Chief announcer now at top CBS regional wants program manager's position. Midwest or Colorado. Box 275L, BROADCASTING.

Writer, radio background, recent college graduate, draft exempt, wishes staff position in local station. Box 279L, BROADCASTING.

News director—Now at thousand watt rural-urban station seeks advancement, wider opportunity. Thoroughly experienced newscaster, local reporting, wire editing. Newspaper background. Sports description. Active NARND. Box 297L, BROADCASTING.

Combo man. Program director announcer, 2nd class phone. Four years experience, PD. Thorough knowledge all phases radio. Write continuity, commercials. Stage background. Prefer Connecticut area. Married vet, 26. Car. Want permanent position station with future. State offer. Peter Edman. 40-A Elizabeth Road, Hampton, Va. Phone 8860.

2½ years experience, presently CBS, consider all offers, wire brief details to Rick Rice, Western Union Office, Springfield, Illinois.

New director, in charge local, area coverage for 5 kw station since 1946, wants responsible position south, southwest. Journalism BA, veteran, family. Recommendation from present employer. Paul Ziemer, WKBH, La Crosse, Wisconsin.

Television

Managerial

Manager AM station with complete radio background desires to get into television. Cannot afford to start at same level he began in radio 18 years ago. Would like to hear from television station needing man with executive experience who can assume responsible position in organization at good salary. Capable of assimilating specialized knowledge for application with already acquired management experience. Box 272L, BROADCASTING • *TELECASTING*.

Situations Wanted (Cont'd)

Salesmen

Young TV a.e., employed, wants change to other TV, agency, film or network. Family, college, car. Best offer? Available two weeks. Box 252L, BROADCASTING • *TELECASTING*.

Production-Programming, Others

Experienced. All phases television. Producer, director, floor manager, cameraman, operations. Opportunity main interest. Presently employed. Box 266L, BROADCASTING • *TELECASTING*.

For Sale

For sale: Established broadcasting school of fine reputation with valuable equipment and real estate. Expansion to television possible. Box 287L, BROADCASTING.

Stations

1000 watts. Ideal southwestern city. Well staffed. Good proposition for right party. Need $15,000. Box 268L, BROADCASTING.

Equipment etc.

Channel two or three RCA TF3A three bay Bat Wing antenna immediate delivery. Box 859K, BROADCASTING.

AM Collins 20V transmitter, brand new, never used. Two sets of tubes. Ideal for modern station. 500/1000 watts. Uses only 16 tubes. FCC denied CP. Box 296L, BROADCASTING.

For sale: RCA type 96-A limiter—$175. KDAS, Malvern, Arkansas.

Two RCA Universal pickup kits MI-4875-G and one spare pickup head. Kits complete in all respects, mounting plates fit Gates CB-11 turntables. Spare head completely reconditioned by RCA, other two heads reconditioned 9 months ago. Kits have been in use 2½ years and are in perfect condition. Best offer. KGYN, Guymon, Okla.

For Sale (Cont'd)

For sale—Model 300-F Collins 250 watt AM transmitter, complete with one set of tubes, General Radio frequency monitor type 475-A with tubes, General Radio deviation meter, type 681-A with tubes, General Radio type 40-D oscillator complete with tubes, two crystal ovens and two 1240 kc. crystals. Thirteen spare transmitter tubes included. Satisfactory for broadcast or amateur. All available approximately November 15th. Equipment may be seen in operation. Contact Leroy Hackmann, Chief Engineer, KWOS, Jefferson City, Missouri.

Tape recorder, Magnecord portable PT-6, with fast forward—$450.00, excellent condition. Radio Station WKLO, Louisville, Kentucky.

Wanted to Buy

Stations

Wanted to buy AM radio station in community of 50,000 population or more. Box 251L, BROADCASTING.

Equipment, etc.

1 kw AM transmitter. 5 kw AM transmitter. 300 foot guyed or self supporting tower. 1 console, quote low dollar. Box 236L, BROADCASTING.

Wanted: A3 lighting, flashers, chokes. Good condition. WINZ, Miami Beach, Florida.

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Also need CAA-A3 beacon and flasher. Box 264L, BROADCASTING.

Help Wanted

Announcers

COMBO MAN
wanted

Must be strong on announcing. Send tape or platter and state salary expected. Orth Bell, General Manager,

KLMR, Lamar, Colo.

Production-Programming, Others

HELP WANTED

Creative man for large midwestern radio station. Must have proven record as one who can spark new ideas to liven up shows and can execute his ideas by working with producers. Address Box 122L, BROADCASTING.

Help Wanted (Cont'd)

HELP WANTED

Largest Radio-TV operation in the midwest needs a skilled continuity re-write man who can adapt plots to established mystery shows for both radio and TV. Address Box 123L, BROADCASTING.

TWO GOOD OPPORTUNITIES

Aggressive southeastern station, net affiliate seeks two capable people. Musical director capable of playing solo and accompaniment on Hammond organ and piano and maintaining library. Continuity director, capable of writing large amount of commercial copy and supervising and operating efficient department with assistant. Both good jobs, paying well for experience and ability. Available at once to right parties. Write, wire or phone **Walter M. Windsor, General Manager, WGBA, Columbus, Georgia.**

Employment Services

EXECUTIVE PLACEMENT SERVICE

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Situations Wanted

Managerial

Young Radio Executive WANTS
promotion from present secure position as
ASSISTANT MANAGER
of successful east coast indie to
MANAGER
of your station in tough competitive market
Offers
11 years of success as talent and management. Innate sense of showmanship. Documented history of sales success. Write or wire. Box 177L, BROADCASTING.

Technical

ENGINEER

Registered professional engineer. Extensive experience consulting, directional design and adjustment, FCC hearings.

BOX 283L,
BROADCASTING

BROADCASTING TELECASTING

Announcement

November 1, 1951

the following classified rates will be in force:

SITUATIONS WANTED
- **20¢ per word** ($2.00 minimum)

HELP WANTED
- **25¢ per word** ($2.00 minimum)

ALL OTHER CLASSIFICATIONS
- **30¢ per word** ($4.00 minimum)

DISPLAY ADVERTISEMENTS
- **$15.00 per inch** (one column x 1");
- **$30.00**—(one column x 2");
- **$45.00**—(one column x 3"), etc.

All classified advertising includes the blind box number at no cost. Replies will be mailed daily, first class, postage free. If transcriptions or bulk packages submitted, $1.00 extra charge for mailing.

Payable in advance.
Checks and money orders only.

SOUTHEAST

Smaller Market
$85,000.00

This is one of the most substantial properties in the Carolinas. It has always shown a good gross and high return. Extensive real estate and several thousands of dollars in cash and accounts receivable included. We can finance the major part of this purchase price.

Major Market
$125,000.00

A very profitable fulltime independent located in one of the outstanding eastern major markets.

This station has shown a consistent growth in both gross and profits and business is continuing to increase. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Harold R. Murphy Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

For Sale

Stations

WE WILL SACRIFICE

good 250 watt fulltime station in growing east coast city of 15,000. Excellent potential. Fine building, five acres, right in city. Principal owners have other interests demanding immediate attention. Box 125L, BROADCASTING.

Miscellaneous

Hollywood Quality - Lowest Cost!

★ Custom Radio Spots—from $25.
★ Custom TV-Film Spots—from $50.

Write Box 331, Hollywood, Calif.
RICHARD STROUT PRODUCTIONS

Record of Congress

(Continued from page 23)

branches. Resolutions, which would permit radio-TV, still linger in the Senate and House Rules Committees.

A burning issue that threatened to fan smoldering embers left by FCC's so-called "Blue Book" proposed for the broadcast medium spilled into the Senate as an aftermath of hearings on educational television before the FCC.

Leader of a movement to establish a National Citizens Advisory Board on Radio and Television to review radio and TV programs was Sen. William Benton (D-Conn.), former Assistant Secretary of State for Public Affairs (Voice of America) and former advertising executive (Benton & Bowles).

Sen. Benton carried his standard in repeated frontal assaults, making major speeches on the issue in the Senate chamber. He appeared twice before a Senate Interstate & Foreign Commerce Subcommittee where its chairman, Senate Majority Leader Ernest W. McFarland (D-Ariz.), and Ed C. Johnson (D-Col.), also chairman of the full Commerce committee, indicated they were unconvinced.

Wants More Channels

The original Benton plan was to make the FCC—by Congressional mandate—reconsider its allocation of TV channels to educational institutions. The Senator felt there should be more channels assigned to educators.

But from this left-jab grew the Benton haymaker—a proposal (S 1579) to create an "annual Blue Book" for the industry, as the Senator, himself, phrased it in committee.

Some of the sheen on Sen. Benton's shining armor was rubbed off, however, when a majority on the FCC warned that the proposal involved dangers of censorship [B • T, Oct. 15].

Meanwhile, broadcasters watched revenue actions by the Congress, when lawmakers eyed the radio-TV industry for profits which could be siphoned off into the U. S. Treasury.

An Administration request that the House Ways & Means Committee, where money bills originate, increase the federal excise tax on radio and television sets on the manufacturing level from the current 10% to 25% was rejected by that committee.

When the tax bill traveled to the Senate, the Administration asked for the excise tax increase again, but got no further than it did in the House.

Broadcasters harassed by excess profits taxes, enacted by the 81st Congress, put their faith in a bill (S 1861) introduced by Sen. J. Allen Frear (D-Del.) to afford some relief to the industry. The TV station was handicapped because as a new and growing industry it suffered losses during 1946 and did not turn into the profit column until well into 1950. The years 1946-50 were used as the base period for figuring profits, thus giving the broadcaster an unbalanced profit ledger when 1951 figures were compared with the low base period.

The Frear formula was picked up by the Senate Finance Committee and incorporated in its report, thus paving the way for industry relief. Victory was scored when Congress accepted a relief provision in its revenue bill for 1951 [B • T, Oct. 8].

Ad Tax Shocking

A staff recommendation included in the Joint Congressional Committee on the Economic Report released last spring rocked the sensitive advertising industry to its heels [B • T, April 9]. Proposal was that the government place an excise tax as high as 20-25% on advertising.

A semblance of quiet in industry circles ensued as Senate and House members of the committee quickly divorced themselves from the staffers' suggestion [B • T, April 23]. But the incident served to keep admen alert to gyrations of Capitol Hill's pulse.

Numerous other issues touching upon the broadcast media appeared on the Congressional scene. Some were perennial favorites, still others stuck while creating issues, others faded quickly.

Among these were a bevy of proposals, actions and just verbal thoughts of various lawmakers. Here is a brief outline:

● Received proposals (S 1379) and (HR 5470, HR 4240) to redefine political broadcast section of Communications Act so as to protect broadcaster when authorized person speaks on behalf of candidate. But no hearings were held.

● House passed bill (HR 2948) to include radio broadcasting of fraudulent advertising along lines of postal law now part of the U. S. Code. Senate still must act.

● House Judiciary Committee cleared a proposal (HR 3589) to revise the copyright law so as to give performance for profit and recording rights to non-dramatic works (see story, page 56).

● Senate Interstate & Foreign Commerce Committee cleared anti-gambling bills, one of which (S 1624) would prohibit interstate transmission or radio broadcast of gambling information of a sports event before it starts [B • T, Oct. 15]. Senate must act.

● Change in the position of communications specialist on Senate Interstate & Foreign Commerce Committee staff with Nicholas Zapple succeeding Edward Cooper, who became aide to Senate Majority Leader Ernest W. McFarland (D-Ariz.).

● House Rules Committee shelved Senate-passed revision of Capehart Amendment which would have permitted manufacturers to revise costs, including advertising budgets in the price of their product. Issue is still in the air, certainly until Congress reconvenes next January.

● Congress passed a bill (S 537) providing for control of non-broadcast devices and prescribing heavier penalties for violations already provided for under the Communications Act.

● Also passed $63 million for State Dept., including $25 million for Voice of America. Gave the Voice $9.7 million of a $97 million request for a transmitter ring.

● Congress banned outright all Defense Dept. funds to be channeled to all media, including radio and television, for recruiting.

● Heard request in House of Rep. Thomas Lane (D-Mass.) for TV censorship board but did not act on it. Also demands from Reps. Eugene Cox (D-Ga.) and John E. Rankin (D-Miss.) that Congress withhold funds for FCC and aided in obtaining a temporary cut in appropriations, later changed by Senate and then again in joint conference.

● Resolution by Rep. Bernard W. (Pat) Kearney that a special House committee be created to probe FCC created a little stir but got nowhere.

● Neither did perennial anti-network crusader Harry R. Sheppard (D-Calif.). Congressman's HR 10 and HR 73 to license networks and to disengage networks' rebroadcasting rights still pend in House Interstate & Foreign Commerce Committee.

● Congress knocked out FCC request for additional money—$1,340,000—for additional monitoring of illegal transmissions, and to help implement FCC's station alert plan.

● Rep. L. Gary Clemente (D-N. Y.) asked for widespread probe of sports activities, including radio-TV restrictive covenants by boxing promoters and other big-time sports organizations. Resolution partly academic because of Justice Dept. action against pro football and new baseball rule [B • T, Oct. 15].

● Strong protest delivered before both Senate and House Banking & Currency Committees by radio and television set manufacturers against 25% down payment and 15 months to pay credit restriction (Regulation W). Regulation has been revised to 15% down payment and 18 months to pay.

● No action on NARBA — North American Regional Broadcasting Agreement—by Senate Foreign Relations Committee, which bogged down with MacArthur hearings and foreign aid programs, only got as far as naming a subcommittee to study the agreement.

● Received but did not act on Hoover Commission plan (S 1218) to reorganize FCC as to invest sweeping Administrative powers in the Chairman.

● Proposal by Sen. Ed C. Johnson (D-Col.) that FCC get authority to assign frequencies for the use of government-owned radio stations. No action on bill (S 1378).

Doty Heads Bories

CLARENCE L. DOTY, former manager of WJZ-AM-TV New York, has joined the Bories Organization Inc. as general manager, Robert A. Bories, head of the radio-TV packaging and grocery and drug merchandising firm, announced Wednesday. Mr. Doty, who was with the national advertising department of the Scripps-Howard newspaper chain for six years, will supervise overall operation of Bories, including programs, sales and merchandising services. Current Bories-package shows in New York include *Kitchen Kapers*, *Listen to Sheldon* and *The Dean Cameron Show*.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

HEY, GOOD LOOKIN'

On Records: **Frankie Laine-Jo Stafford—Col. 39570; Tennessee Ernie-Helen O'Connell—Cap. 1809; The Melodeons—MGM 11063; Hank Williams—MGM 11000; Guy Mitchell—Col. 39595.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

FCC Actions

(Continued from page 91)

Applications Cont.:
extension of completion date.

CP to Replace CP

Formerly WFSI (FM) Lakeland, Fla.—CP to replace CP for new noncommercial educational FM station.

License for CP

WGBS-FM Miami, Fla.—License for CP, as mod., new FM station.

WCUM-FM Cumberland, Md.—License for CP, as mod., new FM station.

FM—99.5 mc

WMIN-FM St. Paul, Minn.—CP to make changes in ERP, ant., etc.

October 18 Decisions . . .

BY THE COMMISSION EN BANC

Memorandum Order

Daylight Bcstg. Co. Inc., Sheffield, Ala. and WJOI Florence, Ala. and WLAY Muscle Shoals, Ala.—By memorandum opinion and order dismissed petition of WJOI to intervene in hearing on application of Daylight Bcstg. Co. Inc., denied petition filed by WLAY requesting application be designated for hearing, and ordered application of Daylight for new station on 1380 kc, 1 kw, D, be granted.

Granted CP

KDSX Denison, Tex.—Granted CP to change from 1220 kc, 1 kw, day, to 950 kc, 500 w DA-2, change transmitter location and install DA. Cond.

Corrected Order

Desert Radio and Telecasting Co., Palm Springs, Calif.—Corrected order of Sept. 12, 1951, designating application for hearing, revising sub-paragraph (a) of the first issue.

WJVA South Bend, Ind.—On its motion; Commission amended Issue No. 2 of order of Sept. 26, designating for hearing in consolidated proceeding applications for renewal of license and transfer of control of station to include legal, technical, financial and other qualifications of applicant corp.

Denied Petition

KFFA Helena, Ark.—Denied petition for reconsideration and grant without hearing of application, and scheduled hearing to commence in Washington Nov. 27.

Designated for Hearing

KTOE Mankato, Minn.—Designated for hearing in Washington on Nov. 29 application to increase power from 1 kw to 5 kw, 1420 kc, unl., and make changes in DA pattern, etc.

KNOX Grand Forks, N. Dak.—Designated for hearing in Washington on Nov. 30 application to change from 1400 kc, 250 w unl., to 1310 kc, 5 kw unl., install DA-N, etc.

Granted Applications

KWOC Poplar Bluff, Mo.—Upon petition, severed from consolidated proceeding and granted application of KWOC to change from 1340 to 930 kc, increase power from 250 w unl. to 500 w-N, 1 kw-LS, DA, and change transmitter location, and install DA.

WTCH Shawano, Wis.—Upon petition, removed from hearing docket and granted application, to increase hours of operation from day to unl. on present frequency 960 kc, 1 kw, DA-N; cond.

Granted CP for CP

KNCM Moberly, Mo.—Granted CP to replace expired CP to change from 1220 kc to 1230 kc and change hours of operation from day to unl., 250 w, on condition permittee will not be granted license on 1230 kc until KRES St. Joseph, Mo., is licensed on 1550 kc.

FM Plan Amended

The Commission proposed to amend its Revised Tentative Allocation Plan for Class B FM broadcast stations by deleting Ch. 290 from Madison, Wis., and adding Ch. 281; and transferring Ch. 266 from Albany, Ga., to Dawson, Ga.

License Renewal

Following stations granted renewal of license for regular period:

KFAC Los Angeles; KFFA Helena, Ark.; KHSL Chico, Calif.; KLTI Longview, Tex.; KMAN Manhattan, Kans.; KREI Farmington, Mo.; KSCJ Sioux City, Iowa; KTRN Wichita Falls, Tex.; KXRO Aberdeen, Wash.; WAGF Dothan, Ala.; WBTM Danville, Va.; WEVD New York City; WFMH East Cullman, Ala.; WHYU Newport News, Va.; WILS Lansing, Mich., WIOU Kokomo, Ind.; WKAN Kankakee, Ill.; WKST New Castle, Pa.; WMAK Nashville; WMPM Smithfield, N. C.; WMUU Greenville, S. C.; WNBF Binghamton, N. Y.; WONW Defiance, Ohio; WPBB Jackson, Ala.; WPPA Pottsville, Pa.; WRJW Picayune, Miss.; WSAP Portsmouth, Va.; WWHG Hornell, N. Y.; KNBY Newport, Ark.; KWHN Fort Smith, Ark.; WHAZ Troy, N. Y.; WHBF Rock Island, Ill.; WHBL Sheboygan, Wis.; WHIP Mooresville, N. C.; WTAL Tallahassee, Fla.; WTAQ La-Grange, Ill.; WTCN Minneapolis; WTIK Durham, N. C.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH OCTOBER 18

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,302	2,285	122		279	113
FM Stations	653	565	96	*1	9	2
TV Stations	108	90	18		521	171

* On the air.

* * *

Docket Actions . . .

INITIAL DECISION

WQXI Atlanta, Ga.—Hearing Examiner J. D. Bond issued initial decision looking toward grant of WQXI application to change from 790 kc, 5 kw, daytime, to 790 kc, 5 kw, daytime, and 1 kw nighttime, DA; conditions.

Non-Docket Actions . . .

TRANSFER GRANTS

WPMP Pascagoula, Miss. — Granted acquisition of control Crest Bcstg. Co. Inc., licensee, by Hugh O. Jones through purchase of 568 shares from William R. Guest Jr. for $568. Granted Oct. 16.

WFVG Fuquay Springs, N. C.—Granted assignment of license from J. M. Stephenson and B. H. Ingle Sr. to Stephenson for $13,600 for 50% interest. Granted Oct. 18.

WKID-AM-FM Urbana, Ill.—Granted assignment of license Kemper-Fabert Inc., licensee, to Sterling Bcstg. Co. for $62,500. Equal partners in transferee are Robert E. J. Snyder, 42% owner KXIC Iowa City, Ia., and Gene W. Phillippee, former chief announcer KXIC. Granted Oct. 18.

KSMO San Mateo, Calif. — Granted assignment of licensee Amplett Printing Co., licensee, to Bay Radio Inc., for $80,000. Principals in transferee are President S. A. Cisler (55%), part-owner WKYW Louisville, WXLW Indianapolis, WXGI Richmond; Rachel W. Cisler (45%), wife of S. A. Cisler. Granted Oct. 18.

KOKO La Junta, Col.—Granted assignment of license Southwest Bcstg. Co., licensee, to Otero Bcstg. Co. for $18,000. Principals in transferee are President William W. Shepherd (48%), 10% owner WWGS Tifton, Ga.; Secretary-Treasurer Hortense D. Shepherd (2%), professor Georgia State Dept. of Education; Vice President Dr. Charles E. Zimmerman (50%), physician. Granted Oct. 18.

WKSR Pulaski, Tenn.—Granted assignment of license Pulaski Bcstg. Co., licensee, to W. K. Jones and Fred Fleming, d/b as Richland Bcstg. Co., for $50,000. Messrs. Jones and Fleming own the Cedar Grove Lime Co. Inc. (limestone quarry and rock crushing). Granted Oct. 18.

WAIR-AM-FM Winston-Salem, N. C.—Granted assignment of license Wair Bcstg. Co., licensee, from George D. Walker and O. G. Hill to new corporation including the former partner, George Walker, and his wife, Susan Hill Parker, each owning 50%. Mrs. Walker bought Mr. Hill's interest for $30,000. Granted Oct. 18.

KWSL Lake Charles, La. — Granted assignment of license from Alonzo Stanford Dudley to KWSL Inc. for $35,000. Principals include President Jules J. Paglin (46%), president and ½ owner WBOK New Orleans; Stanley W. Ray Jr. (46%), vice president and general manager WBOK; Vice President Edward J. Pendergast (8%), assistant manager KWSL. Holding options to purchase stock are Vice Presidents Roy Rhodes, program director KWSL and Tom Gresham, commercial manager KWSL. Granted Oct. 18.

KXIT Dalhart, Tex.—Granted assignment of license from Baird and Ed Bishop to Baird and Kenneth B. Bishop (son), for $30,000 for 50 interest. K. B. Bishop is general manager of station. Granted Oct. 18.

KDEC Decorah, Iowa — Granted assignment of license from Telegraph Herald, licensee, to Scenic Bcstg. Co. for $15,000. Principals in transferee are President Verne Koenig (45.83%), now KDEC program director; Vice President Kenneth Bjerke (45.83%), KDEC news and sports director, and Frank R. Miller (8.33%), attorney. Granted Oct. 18.

WSBB New Smyrna Beach, Fla. — Granted assignment of license Beach Bcstg. Co., licensee, from J. G. Cobble, James D. King and Walter T. Slattery to new equal partnership consisting of Messrs. King, Slattery and Roland Jordan Jr. (newcomer). Mr. Jordan, who will be chief engineer and co-manager, pays $5,000 for his interest. Granted Oct. 18.

KVIM New Iberia, La. — Granted transfer of control Queen City Bcstg. Co. Inc., permittee, from George H. DeClouet and A. P. McLachlan to Paul M. Cochran and W. H. Bland Jr. for $75,000. Mr. Cochran owns 25% at present, but will own 85% after transfer. Mr. Bland is chief engineer KVIM and KLFY Lafayette, La. Granted Oct. 18.

KTER Terrell, Tex.—Granted transfer of control Terrell Bcstg. Co., licensee, from Frederick I. Massengill Jr. and D. W. Massengill to Paul A. Wnorowski through sale of 51% interest for $16,500. Mr. Wnorowski owned 40% interest in WIBV Belleville, Ill., until June 14 this year. Granted Oct. 18.

KOOK Billings, Mont. — Granted transfer of control The Montana Network from C. L. Crist to J. C. Johnson and Mr. Crist through stock transaction. Mr. Crist owns 50.68% now and after this transfer will own 34.84%, and Mr. Johnson will own 33.61%. Total of 516 shares are being sold for $51,600. Granted Oct. 18.

WKAI Macomb, Ill.—Granted transfer of control Macomb Bcstg. Co., licensee, from James C. Bailey, Dorothy C. Bailey and Lyle B. Landis through sale of 100% interest to William E. Schons (25%), Dr. E. Schons (25%), T. L. Cook (25%) and B. W. Harris (25%), for $35,000. Granted Oct. 18.

KHAS Hastings, Neb.—Granted transfer of control Nebraska Bcstg. Co. from Fred A. Seaton to Fred A. Seaton, Fay N. Seaton and Richard M. Seaton (same family). Fred Seaton now owns 69%, but will own 23% with his father and brother, who will own 23% each. Granted Oct. 18.

WLAD Danbury, Conn. — Granted transfer of control Berkshire Bcstg. Co. from Robert J. Doran, John C. Doran and John P. Previdi to James B. Lee through sale of 75% interest for $30,000. Mr. Lee, president Frank H. Lee Co., hat manufacturers, is part-owner Nutmeg State Bcstg. Co. which has applied for TV station in Waterbury, Conn. Granted Oct. 18.

WCAZ Carthage, Ill.—Granted transfer of control Superior Bcstg. Service Inc., licensee, from Chicago Title & Trust Co., executor and trustee for estate of Robert E. Compton, deceased, to Zola N. Compton for $25,450. Mrs. Compton is widow of R. E. Compton. Granted Oct. 18.

October 18 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KTBI Tacoma, Wash.—Mod. CP, as mod. authorizing changes in frequency, power, DA-N, etc., for extension of completion date.

KRNT-FM Des Moines, Ia.—Mod. CP, as mod. new FM station, to change ERP, ant. height, studio location, etc.

License for CP

WJET Erie, Pa.—License for CP, as mod., new AM station.

License Renewal

KMTV Omaha, Neb.—Requests license renewal.

APPLICATIONS RETURNED

WISR - AM - FM Butler, Pa. — RETURNED application for voluntary transfer of control Butler Bcstg. Co. Inc., licensee, to Sara E. Rosenblum, Joel W. Rosenblum and Union Trust Co. of Butler, guardian of Ray Harris Rosenblum.

WJMW Athens, Ala.—RETURNED application for voluntary acquisition of control Athens Bcstg. Co., Inc., licensee, by Lawson E. Dunnavant, Robert V. Dunnavant and Homer F. Dunnavant.

WDSG Dyersburg, Tenn.—RETURNED application for voluntary relinquishment of negative control of State Gazette Bcstg. Co., licensee, by A. LeRoy Ward.

New Applications . . .

AM APPLICATIONS

Milford, Del. — Kent-Sussex Bcstg. Co., 1320 kc, 500 w, day; estimated construction cost $21,550; first year operating cost $43,000; first year revenue $48,000. Partners are H. M. Griffith (50%), account executive WTOP Washington, and C. V. Lundstedt (50%), electronic physicist, Picatinny Arsenal, Dover, N. J. Filed Oct. 12.

San Antonio, Tex.—Southwest Bcstg. Co. of San Antonio, 990 kc, 1 kw, day; estimated construction cost $50,000; first year operating cost $72,000; first year revenue $84,000. Partners are Leslie C. Smith (30%), stockholder KUNO Corpus Christi; Edw. C. James (30%), president KCNY San Marcos, Tex., and KTXN Austin, Tex.; Frank Stewart (20%), owner Frank Stewart Advertising, Houston, and stockholder and manager KTXN, and John H. Moyberry (20%), stockholder, manager and chief engineer KUNO. Filed Oct. 12.

Andalusia, Ala.—Montezuma Bcstg. Co., 1190 kc, 1 kw, day; estimated construction cost $18,700; first year operating cost $30,000; first year revenue $36,000. Partners are Charles J. Ward (50%), owner Ward Radio & Electric Co., Andalusia, and Marion Shelley Davis (50%), former partner Dixie Wholesale Co., Andalusia, interest in which he recently sold (since July of this year Mr. Davis has not been engaged in any business). Filed Oct. 17.

Peru, Ind.—Peru Bcstg. Co., 860 kc, 250 w, day; estimated construction cost $10,550; first year operating cost $30,000; first year revenue $50,000. Partners are Robert B. McGregor (33⅓%) and Walter K. Hertzog (33⅓%), engineers at WHAS Louisville, and Lawrence L. Hansen (33⅓%), director of training United Television Labs (TV school), Louisville. Filed Oct. 17.

TRANSFER REQUESTS

KAFP Petaluma, Calif.—Transfer of control Petaluma Bcstrs., licensee, to V. A. L. Linder, M. E. Linder and Wm. Exline, through sale of 198 shares of stock for $30,000. V. A. L. Linder is a farm landlord, Blackhawk County, Iowa, and former production and continuity supervisor KEX Portland, Ore.; M. E. Linder is employe of U. S. Dept. of Labor, and Mr. Exline is employe of KSLM Salem, Ore. Filed Oct. 12.

WSIX-AM-FM Nashville, Tenn.—Involuntary assignment of license from Jack M. Draughon and Louis R. Draughon, d/b as WSIX Bcstg. Station, to Louis R. Draughon individually, and as executor of estate of Jack M. Draughon, deceased. Filed Oct. 12.

KSIL Silver City, N. M.—Assignment of license from A. Carl Dunbar to Southwest New Mexico Bcstg. Co. through assignment of 235 shares of stock in new corporation to Mr. Dunbar for transfer of his interests in KSIL to new corporation, and to Lorene B. Dunbar, and through sale of 47 shares of stock in new corporation to James H. Duncan for $4,700. Mr. Duncan is manager of KSIL and Mrs. Dunbar is a housewife. Filed Oct. 17.

WATA Boone, N. C., and WKBC North Wilkesboro, N. C.—Acquisition of control Wilkes Bcstg. Co., licensee both stations, by Doris B. Brown and Roland B. Potter through sale of 70 shares of stock, now held by John T. Cashian, for $12,000. After transfer, Mrs. Brown and Mr. Potter, who now own 70 shares each, will own 105 shares each. Filed Oct. 17.

KSJB Jamestown, N. D.—Assignment of license from Jamestown Bcstg. Co., licensee, to North Dakota Bcstg. Co. Inc. for $502,000 to be paid for with 502,000 shares of stock of North Dakota Bcstg. Co. (John W. Boler and/or his wife own 950 out of 1000 shares of Jamestown Bcstg. Co., which in turn owns 51,200 shares common stock of North Dakota Bcstg. Co. Inc., which constitutes majority of stock in this

Radio, TV Dissected

(Continued from page 26)

with its *Red Skelton Show* and now offered by NBC Radio (see story page 25)—as "one of the most exciting."

"When one can reach large audiences at a lower rate than they can in any other media, it look as though radio continues to offer an exceptionally good buy," John Hosch Jr., vice president of J. Walter Thompson, said in explaining, "How We Intend to Use Radio Advertising."

Spends Most in Radio

Confining his remarks to actual use of radio with a client—whose business activity covers a third of the U. S. area and includes half the population—Mr. Hosch said, "for a number of years, we have tried to find out exactly how our advertising dollars are most effectively spent, and we continue to spend more dollars in radio than in any other medium."

"By localizing our radio operations and treating each market separately, there is comparatatively little wastage in circulation," he added.

Admitting that they have changed advertising expenditures during the past year, Mr. Hosch added, "yet we intend to use radio in 1952 more than any other media."

There are an estimated 96 million radio sets in use as against 13 million TV receivers in the U. S., he reported, with the last census showing that 96% of the 44,400,000 American homes have radios whereas only 85% have kitchen sinks.

To confirm his point, Mr. Hosch referred to BROADCASTING • TELECASTING's report (Oct. 1) on the study of Louisville, Ky., made by Dr. Raymond A. Kemper, in which the researcher said, "radio will continue to hold its important place among the media available in this market, and an increasing number of radio sets were found in kitchens and other utility rooms where the housewife is able to continue her radio listening as she performs her everyday household chores."

Fred C. Brokaw, vice president of Paul H. Raymer Co., Chicago, offered the radio clinic a general list of what he considered "the best buys in radio today."

He cited daytime chainbreaks as being in great demand, as contrasted to the situation a few years ago when nighttime chainbreaks were at premium value, but he pointed out that in non-TV markets nighttime spots are better than ever before.

Marginal time periods — early morning and late evening local programs — constitute "excellent buys . . . in television markets or not," he asserted. For another "best buy" he cited musical clock programs, and he also noted that women's home economics programs are holding audience firmly in both TV and non-TV areas.

News programs and news and sports commentaries are "hardy radio perennials," with new shows "still among the tops in every market, television or otherwise," he declared.

Music Fares Well

In TV cities particularly, Mr. Brokaw said, the program that is fundamentally music is "coming into its own" and the disc jockey show remains in high favor. And in TV areas generally, he said, the yardstick to use in selecting radio shows is this: "Watch for the program in radio that can be done as well as or better than TV can do the same program." In this category he listed news broadcasts and most musical shows.

"If I seem to have enumerated a great many so-called best buys in radio," Mr. Brokaw said, "the reason is very simple. Radio is that kind of medium. In the non-television areas virtually all of the best buys of five years ago are best buys today. In television markets there are a great many best buys in radio, programs which radio can do as well as or better than television, and time when the average citizen and his wife are too busy to sit down and watch television."

In the television clinic Robert M. Reuschle, manager of timebuying for McCann-Erickson, New York, reviewed the mechanics and choices of buying TV time, and then enumerated three major problems of the field:

(1) Clearing time on stations—He said he recently encountered a station manager who had 89 program orders more than he could handle, and he predicted the situation will get worse instead of better and that there will be no real "buyers' market" for several years after the TV licensing freeze is lifted.

(2) Ascending costs of time and talent, which he feared would reach the point in the post-freeze era—if current trends are not reversed—where "only the very largest of national advertisers" may be able "to afford true national TV coverage . . . unless ways and means can be found for time and talent economies."

(3) "Lack of uniform station policies"—failure of some stations to respect network option time, or to clear for live shows in network time; "double, triple or quadruple" spotting, which he said is practiced by "many" stations; long delays in scheduled starting time of a given telecast, due to bunch-spotting, etc.

Despite the growth and power of television, Mr. Reuschle made clear that "I don't believe the prophets of doom who say TV will kill radio." McCann-Erickson, he said, has just completed a radio spot campaign in three important TV markets, with "excellent" sales results.

Speaking on "Government Economy—Its Prospects and Possibilities," Secretary Sawyer cited a list of recommendations looking toward great savings of the taxpayers' money.

One method of resolving the dilemma of eliminating certain government functions, he suggested, is "not to add new agencies where it can be avoided . . . new agencies which must later painfully be endured or liquidated."

Mr. Sawyer declared that "for great savings we need—not more studies—but action."

He also urged:

(1) Replacement of the present fiscal year basis for appropriations in favor of the calendar year; (2) provision of incentives among agency heads to save the taxpayers' dollars; (3) Congress allot funds to department heads rather than individual agencies within departments; (4) Congress permit these heads to distribute budget cuts, if any, as they see fit; (5) department heads have greater responsibility in choosing discharging or demoting "incompetent" employes.

THEY WATCHED the birdie at Los Angeles session. (l to r) Standing: Hub Keavy, AP bureau chief, Los Angeles; John C. Marino, KFSD San Diego; Loyal King, KXLA Pasadena. Seated: Walter Buziuk, KERN Bakersfield; Jack Gale, Paul H. Raymer Co.; Dr. Victor J. Andrew, Andrew Corp. Chicago, now establishing Los Angeles headquarters.

corporation. North Dakota Bcstg. Co. Inc. applied for and received permission from Dept. of State, North Dakota, to increase capitalization from $100,000 to $1,000,000. After transfer, Jamestown Bcstg. Co. will own 502,000 shares common stock of North Dakota Bcstg. Co. Inc., and Mr. Boler and his wife will jointly own 558,650 shares, or 55.8%, of voting stock of North Dakota Bcstg. Co. Inc. Filed Oct. 17.

WSIP Paintsville, Ky. — Assignment of license from W. Howes Meade, tr/as Big Sandy Bcstg. Co., to Ted Arnold Silvert (50%) and Escomb Chandler (50%) for $75,000. Mr. Silvert has 8.75% interest in WSFC Somerset, Ky., and Mr. Chandler owns 25% interest in Paintsville Dry Cleaners & Laundry, Paintsville, Ky., which he operates. Mr. Meade, transferor, has 70% interest in WSFC Somerset, Ky. Filed Oct. 18.

WSFC Somerset, Ky. — Transfer of control Southeastern Bcstg. Co., licensee, to Meyer Layman, through sale of 700 shares (70%) of stock for $54,000. Mr. Layman is manager WSFC, and previously has managed WLSI Pikeville, Ky., WHTN Huntington, W. Va., and WSAZ Huntington, W. Va. The WSFC stock being sold is now held by W. Howes Meade, who owns WSIP Paintsville, Ky. Filed Oct. 18.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 26, FM 58, TV 1. New deletion:

WOSH-FM Oshkosh, Wis.—Oshkosh Bcstg. Co., license, Oct. 16. Licensee felt operation of station economically unsound because of very few FM listeners.

Mexican TV Channels

(Continued from page 28)

"110% for classical."

Mr. King said he takes P. I. business to ascertain "whether our station is priced right." If a P. I. doesn't make a return to rates, the account is dropped.

Moderator Beaton said his station specializes in foreign language. He pointed out that Los Angeles has a Spanish-speaking population second only to Mexico City. He estimated 550,000 Spanish speaking people reside in the Los Angeles area. He said the station also programs to the Negro people and uses Negro disc jockeys.

Discussing the classical music programming of KFAC, District Director Smith said his station is virtually sold out, even though it operates 24 hours per day. He said advertising agencies have not yet learned how to buy such times. The station turned to so-called "long hair" music a dozen years ago to remove itself from the competition of the so-called popular music independent stations.

Mr. Smith said KFAC is not making "phenomenal profits" but it is consistent. He said the station turns away about 50% of the business offered because of programming requirements. Each sale presents a "unique problem" because of the station's mood programming.

Cal Cannon, KIEV Glendale, said his 250-w daytimer is doing well through specializing in the "sweet type of popular music." The advertiser, in his view, has "discovered" the specialized station. KIEV caters to the housewife and therefore selects its music on the basis of whether it can be hummed, sung or whistled. KIEV's revenue during the last four years is the highest in the station's 19-year history, he said.

Among others who spoke were Robert K. Richards, NARTB public affairs director; Carl Haverlin, president, BMI; Harold E. Fellows, NARTB president, and Richard A. Moore, KTTV (TV) Los Angeles (see story, page 63).

at deadline

FELLOWS SEES BETTER TV BECAUSE OF CODE

HAROLD E. FELLOWS, NARTB president, declared Friday after endorsement of the NARTB television code (see story page 23), that it will bring better television to more and more American viewers.

Mr. Fellows said:

"Significant in the deliberations of the television broadcasters who today have approved rules of conduct by which they will cover their operations in the future is one point—they have approached the task in the knowledge that they are guests in the homes of America. In everything they have done in establishing tenets for good behavior, they have displayed their determination to visit America's families as they would visit their neighbors' hearthsides. The production of television as it emerges from this historic meeting will prove everlasting the good faith of America's broadcasters.

"Robert D. Swezey and his 12-man code committee, which drafted the original document, deserve highest commendation."

Judge Justin Miller, NARTB board chairman, said:

"I'm proud of the boys. They have performed an outstanding service for the benefit of all citizens as well as the industry itself."

KFYO GETS GRANT IN LONG-FOUGHT CASE

FINAL decision on seven-year-old Lubbock, Tex., case was handed down by FCC Friday—favoring grant to KFYO to change from 1340 kc and 250 w to 790 kc and 5 kw day, 1 kw night with directional antenna.

In reversing hearing examiner's 1950 decision, Commission denied Lubbock County Broadcasting Co.

Original applications were filed in 1945. After 1946 hearings, FCC in 1947 granted Lubbock County application. KFYO took case to U.S. Court of Appeals and in 1949 Court reversed Commission, remanded it back for new hearings.

Case was heard again and examiner found for Lubbock County. Friday's decision was result of oral argument before Commission last August.

Commission found for KFYO on grounds, among others, that station, established in 1936, "proposes to extend its service and to continue an operation in the public interest [and] should be given the opportunity to improve its facilities, as against the competing application of a newcomer."

Overlap between service areas of KFYO and KGNC Amarillo, both owned by Gene A. Howe and T. E. Snowden, was acknowledged by the Commission, but disregarded on grounds Lubbock does not receive primary service from KGNC and vice versa. Also that KFYO is an ABC affiliate, KGNC an NBC affiliate.

Decision was made by Comrs. Hyde, Webster, Jones and Sterling.

UNITED NATIONS DAY

UNITED NATIONS DAY will be celebrated Wednesday with broadcasts to all member nations through UN radio plus special programs in many countries. In U. S., projects produced by UN radio in cooperation with local outlets were set for airing in four areas.

BUSINESS BOOMING

BOOMING RADIO time sales reported Friday by WHIM Providence, R. I., with announcement it has been "turning down business for the past month." Bob Engles, general manager of independent station, reported first nine months' business this year was 23 percent ahead of same period last year.

PROPOSED GRANT MADE FOR SACRAMENTO DAYTIMER

INITIAL decision proposing to grant Capitol Radio Enterprises a daytime AM station in Sacramento, Calif., on 1380 kc with 1 kw power and a directional antenna was recommended Friday by FCC Hearing Examiner Elizabeth C. Smith.

New station will give the only locally-operated, non-network radio service to 538,803 persons in the Sacramento market, the examiner noted. This outweighs adjacent channel interference it will receive from KTUR Turlock, Calif., affecting 3,486 people in the new station's normally protected contour. It also outweighs the adjacent channel interference KTUR will receive from the new station, affecting 4,462 persons.

Proposed grant requires that the "applicant shall accept full responsibility and expense incident thereto, for all changes and adjustments which may be necessary in the installations of Station KXOA to prevent objectional interaction and to effectuate the continued simultaneous operation of the station in accordance with its authorizations." The three towers of KXOA are located about eight wavelengths from the site of proposed new station.

New station will be run by equal partners Irving James Schwartz as general manager, William Stephen George as commercial manager, John Matranga as program and production manager, Samual A. Melnicoe as construction supervisor. Messrs. Schwartz and George run a booking agency in Sacramento. Mr. George is at present also sports director of KCRA Sacramento. Mr. Matranga is news and continuity editor of KCRA. Mr. Melnicoe is an NBC engineer in San Francisco, does not intend to participate in the operation of the proposed station.

4-A COMMITTEE ENLARGED

AMERICAN ASSN. OF ADVERTISING AGENCIES announced membership of newly enlarged special Committee on Advertiser Relations Friday. Headed by Chairman James M. Cecil of Cecil & Presbrey Inc., N. Y., group includes James T. Chirurg of James Thomas Chirurg Co., Boston; Arthur C. Fatt, Grey Adv., N. Y.; Clinton E. Frank, Price, Robinson & Frank, Chicago; Marion Harper Jr., McCann-Erickson, N. Y.; John M. Lupton, John Mather Lupton Co., N. Y.; Dwight Mills, Kenyon & Eckhardt, N. Y., and Arthur G. Rippey of Arthur G. Rippey & Co., Denver.

FIVE RCA COLOR TUBES

FIVE DIFFERENT types of tri-color TV picture tubes developed by RCA will be announced and displayed Tuesday at news conference called by Dr. E. W Engstrom, vice president in charge of RCA Labs, for 11 a.m. at RCA exhibition hall in New York.

PEOPLE . . .

ROBERT DRESSLER appointed director of research and development, Chromatic Television Labs, Friday. Associated for last five years with TV research at Paramount Pictures Corp., half-owner of Chromatic Labs, Mr. Dressler now assumes complete technical and administrative responsibility from chromatic development activities, including color TV system and tubes, theatre TV, and projects for the armed forces.

FRANK STANTON, CBS president, will be honored at dinner in New York Nov. 1, for "distinguished public service efforts in constantly providing a forum on the great CBS network for the expression of the American idea." Joint defense appeal, sponsor of event, is fund-raising arm of American Jewish Committee and Anti-Defamation League of B'nai B'rith, two of oldest civic and protective agencies in U. S. Senator Irving M. Ives will also be honored.

JOHN MONSARRAT, account executive, has been elected vice president of Geyer, Newell & Ganger, N. Y.

JERRY GLYNN, vice president and Chicago manager of the Walker Co., has resigned to join AM Radio Sales, Chicago, as of Nov. 1 as the new company's Chicago representative. The group represents KIOA Des Moines, WIND Chicago, WLOL Minneapolis and WMCA New York.

LEONARD F. CRAMER has joined Crosley Division, Avco Mfg. Corp., as assistant general manager, John W. Craig, Avco vice president and general manager of Crosley, announced Friday. Mr. Cramer had been with the Allen B. DuMont Labs for past 16 years, most recently as executive vice president and director, resigned his position late in the summer [B•T, Sept. 3]. He will assume new responsibilities with Crosley Nov. 15.

EDWARD P. SHURICK, market research counsel for CBS radio division, named account executive in CBS-TV network sales. Successor as CBS radio's market research counsel not yet designated.

NEWTON C. CUNNINGHAM, advertising sales promotion manager of Owl Drug Co., subsidiary of Rexall Drug Co., to N. W. Ayer & Son Philadelphia, as member of plans, merchandising department.

RICHARD H. HEHMAN to Pabst Sales Co., Chicago, sales division of Pabst Brewing Co., as advertising manager. He is former director of creative production for Kroger Co. He also worked as merchandising director for Campbell-Mithun Agency, Chicago.

STEWART-WARNER REPORT

STEWART-WARNER CORP., Chicago, reported Saturday net earnings of $3,056,754 or $2.37 per share for the first nine months of 1951 on sales of $73,781,084. This compares with $54,739,447 for the same period in 195 Net profit in the third quarter was 66 cents per share, contrasted with 99 cents for the same period last year, because of higher taxes and a production stoppage in a subsidiary plant, Pres. James S. Knowlson said.

MARFREE BOARD MEMBERS

THREE OFFICERS of Marfree Adv. Corp., N. Y., elected to board of directors. They are Sheppard Chartoc, vice president in charge of Chicago office; Edward A. Story, vice president and comptroller and Joseph R. Warner, vice president and head of plans board.

This is WLW-TELECITY

BIGGEST TV Market between Chicago and Philadelphia
. . . over a million families
. . . buying income over $4 billion

BEST TV Operation in the area by any standard—
. . . talent staff . . . studios
. . . program production . . . technical equipment
. . . audience ratings

WLW-TELEVISION

WLW-T	WLW-D	WLW-C
Channel 4	Channel 5	Channel 3
CINCINNATI	DAYTON	COLUMBUS